PS1

Düsseldorf · G-30212

International magazine for promotional products

JUNE 2016 Volume 55

JOURNAL



Christian Hauptfleisch Werbepräsente Hauptfleisch There was never any other way

Dr. Andreas Penz Trotec Record sales in laser technology



Product Guide

Electronics and communication Christmas and gift sets

Logistics Day at ztv

Successful day for all

150 years of BOFA-Doublet

Advertising in a new dimension

graf. Kommunikation

Cleansmann Image campaign with flair





POLO'S FOR EVERY OCCASION



EDITORIAL

INTERNET GENERATION 2.0

t would be possible to write entire pages about responsive web design, data-driven marketing, messaging and multi-device user tracking as well as similar requirements of the internet. Most of this is nothing but hot air from marketing and network philosophers. But behind a thousand new words are very dynamic developments. The internet is constantly reinventing itself.

Recently I read a quotation in a US magazine. It actually read: "2015 was the year

the old internet finally died." It came from a major player in Silicon Valley whose name I have unfortunately forgotten. But what do you think when you read something like this? Yes, the desktop is on the decline, whilst sales of smartphones and tablets are rising considerably. The Apple watch is either buzzing or it is not buzzing. But that is not the internet; these are simply tools used to move around this world. What has changed is that in the first internet generation we sought the direct route to the websites of suppliers and customers. The gloss of these sites, however, has faded. Search engines and social media such as Facebook are more active and interactive – they must attract visitors to the sites.



Manfred Schlösser

The law of the second internet generation requires us to take our messages to where the people are. Google and Face-

book have become very important feeders. They must be fed with quality content so that people can find us directly because we are able to arouse their interest. By us I mean consultants, suppliers and of course us at PSI and PSI Journal. The proportion of self-written users fell by 21 per cent on Facebook. There has been a dramatic increase in "shared" content and recommended links. So whoever wants to draw attention to himself and his website by using "blah-blah" will be on his own in the long term. Content is key. Plain speechless messages – also about promotional products – will perish in the flood in the net. Our image should be such that our content is 'shared' by friends and recommended.

To this end we must tell stories. Stories about promotional products and about those who conceived, produced and presented them. If you look around in the internet, there is still a lot to do. The presentations of many companies on their own websites in "About us" is extremely boring or non-existent. Would you order something offbeat from someone whom you know nothing about? The 2nd internet generation calls for more content, more stories, more images, more highlights, more experiences. Beautiful experiences and good tips are gladly 'shared'.

On this note

a Killia

Manfred Schlösser Editor-in-Chief PSI Journal Your opinion: schloesser@edit-line.de



DER LANGZEIT-WERBETRÄGER

Swiss Card Nailcare 13 Funktionen







Der perfekte Werbeträger für Ihre Marke

Jeder kennt Sie – die original SIGG Trinkflasche. Ihr markantes, international renommiertes Design macht sie zum Kultobjekt und zu einem perfekten Werbemittel, dass Ihre Marke zu einem gern gesehenen Begleiter macht. Profitieren Sie davon und setzen Sie auf die Markenstärke von SIGG. Gerne erstellen wir Ihnen eine persönliche Offerte und freuen uns auf Ihre Anfrage.





THE ORIGINAL.

WWW.SIGG.DE/WERBEGESCHENKE

SMART MESSAGES

CONTENT

12

The fact that the promotional product industry always moves with the times is shown by the innovations of the product group presented on the following pages. Promotional products associated with this topic demonstrate how effectively new communications media and three-dimensional advertising complement each other. The interaction of the digital age with three-dimensional advertising media is ever present and generates a desirable, sustainable promotional impact.



TRENDS & BRANDS	White gold	4
	Sunny prospects	6
FOCUS	Haptic as sales promotion: Touching is welcomed	8
ELECTRONICS AND COMMUNICATION	Smart messages	12
INDUSTRY	Companies, Events, Markets	28
	Logistics Day at ztv: Successful day for all	32
	Hallbauer Promotional Products:	
	Fulminant trade show comeback	34
	Werbemittel Rüppner: Haptic experiences	36
CHRISTMAS AND GIFT SETS	Year after year	38
COMPANY	150 years of BOFA-Doublet:	
	"Advertising in a new dimension"	60
	Trotec: Record sales in laser technology	64
BUSINESS	CLEANSMANN: Image campaign with flair	66
PORTRAIT	Christian Hauptfleisch:	
	"There was never any other way"	68
NEW ON THE MARKET	Innovative Promotional Products	72
MYPSI	Information for PSI members	82
OPINION		86
PREVIEW/IMPRINT		88

HAPTIC AS SALES PROMOTION



Anyone who wants to enthral customers today should address them using several sensory channels if possible. The more senses are involved in the communication process, the more impressive the message is perceived to be and the quicker the customer buys. Companies can create a distinguishing feature if they develop into a multisensory company – a company of the five senses.

150 YEARS OF BOFA-DOUBLET: NEW DIMENSIONS



BOFA-Doublet GmbH, the specialist for flagging, external and internal communication as well as events, is celebrating its 150th anniversary this year. Founded in 1866 as a store for decorative items and wallpaper, the tradition-steeped company has been part of the Doublet group of companies since 2012.

CLEANSMANN: IMAGE CAMPAIGN WITH FLAIR



The promotional products industry is ready for the top-level sport event with numerous promotionally effective products. Illustrated by the example of the "CLEANSMANN" project by graf. Kommunikation for the World Cup 2006, we show how intelligently and creatively promotional product agencies play a part in higher-level concepts.

CHRISTIAN HAUPTFLEISCH: AMBITIOUS GOALS



Christian Hauptfleisch is one of those entrepreneurs who are devoted to their profession. And like all those who identify with their job, he is good at it. He considered it a historic opportunity to be able to take over and develop a soundly managed family-run company with Werbepräsente Hauptfleisch, which he did without hesitation. A go-getting, communicative company boss with a clear concept and ambitious targets.



Frische Ideen in Plüsch!

Wählen Sie Ihre Favoriten aus mehr als 500 SEMO-Plüschtieren!



Sonderanfertigungen für Promotion, Maskottchen, ect. Promotion!

nach Ihren Wünschen.

68



TRIGON Deutschland GmbH

Kränkelsweg 28 · D - 41748 Viersen Tel. 0 21 62 - 53 00 8 - 0 · Fax 0 21 62 - 53 00 8 - 20

E-mail: info@semo.de · www.semo.de

60



HOT AND STYLISH Porcelain cup "La Mata" Easy Gifts GmbH PSI Nr.: 47300 www.easygifts.de





COLOURFUL DELIGHT "On colours" mugs Könitz Porzellan GmbH PSI No.: 44071 www.3plus1.com

SMART EYE-CATCHER

"Samira" coffee mug HNC Import-Export & Vertriebs GmbH PSI No.: 43891 www.hnc-werbeartikel.de

TEA PLEASURE IN PROPER STYLE



WHITE GOLD

The commonly used synonym "white gold" proves that chinaware is precious. Incidentally, this term goes back to the early 18th century. On 15 January 1708, Johann Friedrich Böttger and Ehrenfried Walther von Tschirnhaus in Dresden succeeded in producing the first European hard porcelain. In 1710, the first European porcelain manufacturing plant was established in Meissen. The production of porcelain had already been invented in Imperial China more than a thousand years earlier. Marco Polo ensured that Europeans, probably for the first time, learned of a white precious material that the Chinese used as tableware. The pieces featured exemplarily here prove that porcelain has long gained acceptance in the promotional products industry.

Lediberg



TRENDS & BRANDS PSI Journal 6/2016 www.psi-network.de



ENERGETIC COOLING Souvenir fans Abanicos Jose Blay S. A. PSI No.: 47670

www.abanicosjoseblay.com



SUMMERY RECIPES FOR SUCCESS

Sustainable print products Dorling Kindersley Verlag GmbH PSI No.: 48489

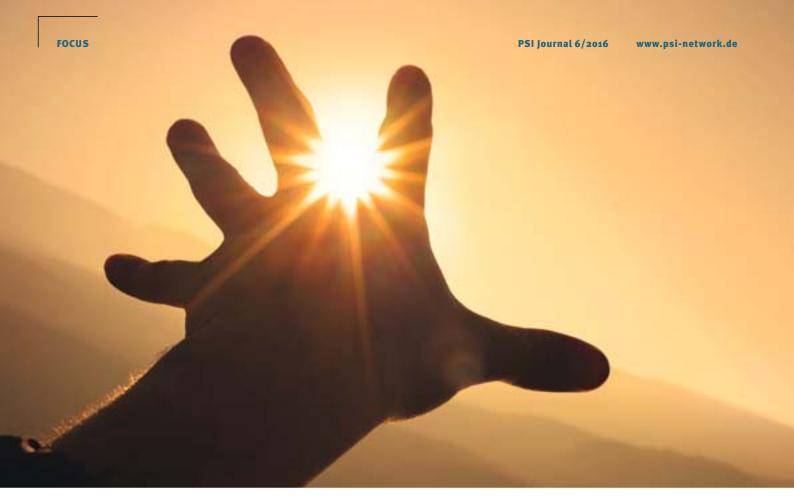
www.dorlingkindersley.de

SUNNY PROSPECTS

Depending on the location, the average annual sunshine in Germany is between 1,300 and1,900 hours. Among the top performers in Europe are the French town of Digne-les-Bains Crete and Calvia on Mallorca with 300 days of sunshine a year. The summer solstice will take place on 21 June 2016. During the summer solstice, the sun in the northern hemisphere of the earth reaches its highest level over the horizon and shines longest. This means there is a lot of time for leisure and outdoor activities which also require a certain amount of sunlight and heat protection, something that



FASHION · LIFESTYLE · SPORTS



HAPTIC AS SALES PROMOTION

TOUCHING IS WELCOMED

Man is a sensual being. Ergo the customer is also a sensual being. Anyone who wants to enthral customers today should address them using several sensory channels if possible. The more senses are involved in the communication process, the more impressive the message is perceived to be and the quicker the customer buys. Companies can create a distinguishing feature if they develop into a multisensory company – a company of the five senses. This, at least, is the opinion of Karl Werner Schmitz, author of "Die Strategie der 5 Sinne" ("The Strategy of the 5 Senses").

ccording to Karl Werner Schmitz, the main objective of a multisensory company must be, whenever possible, to address all senses of the customer with its products and services and entire corporate identity and to include them in its market positioning. All the senses? What are they? And why is that important? Karl Werner Schmitz describes this in the following way: "With all five senses, the customer knows exactly whether a product is of benefit to him. In particular, haptics is of particular importance. If the customer relies solely on his eyes and ears, he cannot get the full picture. "The vis-

ual and auditory sensory channels alone are thus rather unreliable. While the human is literally swamped with visual and auditory stimuli – also in the traditional forms of advertising – the other senses are stimulated comparatively little. It is therefore reasonable to assume that more stimuli are required: optical and acoustical sensory stimulus need to be complemented by haptics (sense of touch) and, where possible, by gustatory perception (sense of taste) and olfactory (sense of smell) to "thus create a sensual total work of art", explains Karl Werner Schmitz pointedly.

TOUCH IS THE SENSE OF ALL SENSES

The sense of touch is of special significance. It is the sense of all senses. There is no life without the sense of touch. Humans cannot completely lose the sense of touch. Whoever touches a product with his own hands and recognises it, trusts his own perception. "What I touch, feel and recognise is my own instantaneously personal truth exactly in the moment of contact", is the basis of Karl Werner Schmitz's philosophy. Or in other words: Anyone who obtains information by means of touch can rely more on his judgement. Everyone knows the feeling of not believing one's eyes or

ears. Presumably, however, no one ever says: "I can't believe my fingers." A person is more willing to question what he hears or sees. However, he is always certain about his subjective, immediate perception through feeling, touching and recognising. According to Karl Werner Schmitz, the sense of touch is the decisive authority. Although humans consciously perceive information through their eyes and ears, they often make decisions based on their haptic experience. It is notably the sense of touch that makes media information one's own physical experience, a comprehensible truth. "The human being is a body creature, and the sense of touch is the sense which exerts the greatest influence on our thoughts and actions and our decisions," describes Karl Werner Schmitz. Any information that comes through the sense of touch is inextricably linked with a direct feeling. Emotions and feelings are thus directly related because every perceived information and feeling immediately become a personal truth for the sentient being.

PRODUCTS MUST "GET UNDER THE SKIN"

Even products that are used in advertising or as sales aids should address the most important of human senses, the sense of touch. In the case of almost all purchasing decisions, touching and recognising trigger the impulse to buy. Those who want to sell successfully should touch their customers emotionally and create and offer their products or services so as to ensure they literally "get under the skin" of the customer, recommends Karl Werner Schmitz. Of course, other senses can be addressed in addition to the sense of touch. Sensations add up. According to Karl Werner Schmitz, the more senses, the greater the learning effect. Thus promotional messages and selling points that are communicated through multiple sensory channels reach the recipient more quickly and effectively. However, there are products which neither smell nor taste and moreover cannot be touched. And there is a whole series of abstract services that consequently require another possibility to allow multidimensional physical perceptions to neverthe-



Experiences for all senses stand at the core of PSI.

less be influenced on all sensory levels. The solution is as simple as it is obvious: haptic sales aids. For Karl Werner Schmitz, the "father of haptic sales aids", they represent a convincing way to sensually show customer benefits.

THE PURPOSE OF HAPTIC SALES AIDS

What exactly is a haptic sales aid? Karl Werner Schmitz, who by his own account has focussed on this topic for almost 30 years and refers to himself as a genuine advocate of haptics, shows some examples in his book "The Strategy of the 5 Senses". One example described here is that of haptic dominoes. Haptic dominoes enable an insurance consultant to vividly broach the individual goals of a client. This sales aid consists of six dominoes: "Income", "Financial Security", "Wealth Accumulation", "Quality of Life", "Own Four Walls" and "Travel/Hobby". The consultant places five dominoes in his client's hand and keeps the one marked "Income". The client arranges the five dominoes in the order of his personal priority. The consultant now places the domino marked "Income" in front of the line of other dominoes and knocks it over, causing all the other dominoes to also fall over. The client is now likely to be interested in a solution from the insurance consultant be-





Haptical sales aids such as dominoes or "precaution tree" show the customer's benefit.

FOCUS PSI Journal 6/2016 www.psi-network.de

cause he wants to secure his income to realise his goals in life.

THE ADVANTAGES OF HAPTIC SALES AIDS

The advantages of haptic sales aids are obvious: they stimulate multisensory dialogue. Through the interaction of the senses of crete product experience. However, the benefits of haptic sales aids are even more multi-faceted: What should guide the customer in his decision making is also a sales aid for the consultant and seller to find the perfect door-opener for the desired sales pitch. It supports a structured discussion like a



hearing, seeing and recognising, clients are receptive to arguments in favour of buying much more quickly, easily and sustainably. This means that thanks to sales aids, the customer recognises and understands his needs immediately, even and especially when it comes to illustrating abstract issues. Haptic sales aids make the intangible tangible, unfold persuasive power and develop a con-

"red thread". If a haptic sales aid has been cleverly chosen, its unusual and special feature makes the customer curious. If it is exclusive, it offers a unique selling proposition for the company. The customer is motivated to actively engage with the product, to discover it, even if the benefit is non-representational and abstract. This creates a greater willingness to buy.

CHALLENGE FOR THE PROMOTIONAL PRODUCTS INDUSTRY

A haptic sales aid is used by the consultant or seller to assist him in communicating with the customer directly at the point of sale. However, it also requires an explanation by the consultant or seller as it cannot be communicated autonomously. In contrast, haptic advertising is capable of this. A product becomes a haptic promotional product if it is useful, can be used repeatedly and the giver remains positively etched in the recipient's memory when the product is in use. From a haptic and multisensory aspect, therefore, presents, give-aways and ultimately promotional products are gaining in importance. The qualitative aspect should under no circumstances be neglected. In other words, the pen should not be restricted in its capacity to a trendy, haptical promotional product. It should be usable for some time, not run out, and give pleasure to customers when in writing. And the promotional coffee mug must not break during use, advises Karl Werner Schmitz. Whether it be a haptic sales aid or haptic promotional product the approach of Karl Werner Schmitz could also be an interesting challenge for the promotional products industry to develop creative and meaningful products for specific communication tasks.



Probably the first haptic sales aid in the world

In 1492 Christopher Columbus discovered America. Upon his return to Spain, Cardinal Mendoza criticized Columbus during a meal, claiming that discovering the New World was an unremarkable feat that any number of people could have accomplished. To put his critics to the test, Columbus challenged anyone to stand an egg on its end. Many attempts were made, but nobody managed to perform the task. Everyone was firmly convinced that this was an impossible task, and Columbus was asked to try it himself. He struck one end of his egg against the table which allowed it to remain upright. When those present protested that they could have done the same thing, Columbus replied, "The difference is, gentlemen, that you could have done it, whereas I actually did it!" Columbus showed that if you are successful in helping your interoculator or your customer to physically understand something, the persuasive power is higher because physical perception always represents an irrefutable confirmation. (Source: wikipedia In: Karl Werner Schmitz, "Die Strategie der 5 Sinne")

A HAPTIC CUSTOMER PITCH COVERS SIX PHASES

GIVE AND TAKE

First of all the seller gives the customer the sales tool. Through the personal delivery, contact is automatically created. The customer who physically accepts something is also likely to accept an offer / product.

CURIOSITY

The mere presence makes the customer curious; the repeated movement of the object within the reach of the customer reinforces the curiosity effect significantly.

PLAY INSTINCT

Anyone wishing to use the play instinct in sales must proceed with caution because that is where right and wrong are never far apart. By nature, the play instinct is an important catalyst that can enhance a business. After playing, the brain is extremely efficient; it feels no burden, only fun and enjoyment. A very important rule: the haptic sales tool must not be too childish, but should appeal to the self-assertiveness of the customer. Thus it can be playful, but on an adult level and with a reasonable purpose. Otherwise, the customer feels he is not being taken seriously.

GRASP

Learning by doing: "What you want to learn to do can only be learned if you do it." If we transfer this to the customer, then that means that he has to learn something about the product by using the haptic sales tool and clearly identify his needs. Karl Werner Schmitz is firmly convinced that conditioning by using haptic sales tools is much more intense and meaningful than any spoken word or image. That is why you do not forget them and why the message leaves a lasting impression.

URGE TO OWN BY TOUCHING

The grasp reflex is a basic instinct. Owning property gives us the feeling that we are in control of basic fears such as hun-



ger, thirst and homelessness; ownership is reassuring. If we take something in our hand, this spontaneously illicits the desire to possess and the customer is willing to pay a higher price, as recent studies have shown. The closer he gets to the product, the more he wants it.

SYMBOLIC SELLING

A powerful symbol is worth its weight in gold. If, for example, you use the circle as a sales tool, the missing part triggers a desire on the part of the observer to complete the circle. "This is exactly the effect that we need to ensure a customer buys," claims Karl Werner Schmitz from experience.

ACCORDING TO KARL WERNER SCHMITZ, THE THREE BASIC ELEMENTS OF HAPTIC SALES PITCHES ARE:

- touch, in other words remove the distance to the product
- grasp, in other words accept, pick up, take possession
- move, in other words participate, perform an action

KARL WERNER SCHMITZ

In 1987, Karl Werner Schmitz, together with his former partner, developed the idea of haptic sales aids and had his first product patented. The idea of the haptic sales aid evolved into a sales strategy, a seminar concept and a philosophy. The core idea: Addressing all five senses results in more sales success.



"Die Strategie der 5 Sinne", first edition 2015, Wiley-VCH Verlag & Co. KGaA, Weinheim KWS Haptische Verkaufshilfen e.K. www.haptische-verkaufshilfen.de info@haptische-verkaufshilfen.de



ELECTRONICS AND COMMUNICATION SMART MESSAGES

The fact that the promotional product industry always moves with the times is shown by the innovations of the product group presented on the following pages. Promotional products associated with this topic demonstrate how effectively new communications media and three-dimensional advertising complement each other.

E irst of all, however, a short lexicology is appropriate at this point: The term electronics is derived from the Greek word "electron" that actually means "Bernstein". Electronics is an invented word, which was derived from the terms electron (the elementary particles) and technology. Electronics is, so to speak, electronic technology. Today electronics comprises a myriad of areas. Since the advent of the computer, the continuous development of information technology and increasing automation, the importance of electronics has continued to grow. In our society today, electronics takes on major importance and is an indispensable part of many areas. Among the new media technologies are all electronic, digital and interactive media, as well as the context of multimedia. The interaction of the digital age (including adequate equipment such as laptops, smartphones and tablets) with three-dimensional advertising media is ever present and generates a desirable, sustainable promotional impact through daily interaction.



VIRTUAL REALITY

S hade is a set of virtual reality cardboard goggles enabling users to view 360° films, 3D games, and other things with the aid of conventional smartphones. For instance, the VR theme is also brought home to all those who do not consider themselves qualified specialists or fans of technology. Shade differs from conventional cardboard goggles in three major ways: they are not only comfortable to wear, but also have the largest possible field of view and adjustable lenses. Shade is a creative advertising medium that is particularly well-suited to the promotional products and advertising industry, since it is a product that can be customized at an attractive price-performance ratio.

PSI 49661 • JustVR GmbH • Tel +49 6221 5997281 www.just-vr.com • markus.heimer@just-vr.com



COLOUR IN THE DIGITAL WORLD

he success story of the Lenny series continues with Lenny 3 and an optimised user experience. Lenny 3 was designed for customers who have simple demands when using their smartphone, and need a good companion for their digital daily life. It is also targeted at those who seek an accessible, simple smartphone with colourful design and perfect features at the best price.

PSI 41259 • Lehoff Im- und Export GmbH • Tel +49 40 5296070 info@lehoff.de • www.lehoff.de



+49 7661 90 949 - 200

E-Mail: vertrieb@vim-solution.com

Shop: www.trader.vim-solution.com





SPRING FITNESS

Jogging through woods and meadows is three times better if music helps to find the right rhythm. The IPX4 splashproof headphones with Reflects-Biddeford Bluetooth technology even allows you to make calls in between because it has a built-in speakerphone. Its practical shape ensures freedom of movement during sport: After all, it is held without irritating cables around your neck. The headphones are supplied with USB to Micro-USB cable to charge the device. Batteries are also included.

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

APPEALING WORLDS OF SOUND

he Heju Dahlia Bluetooth speaker from KMS Kafitz Medienservice puts its trust in elegant looks. Its highly attractive appearance is due to an engravable metal centre portion and an iconic LED ring. Its size of 59 by 61 millimetres and its weight of only 123 grams makes it the perfect compact companion. Its 30 by 10 millimetres of eye-catching advertising space is ideal for an engraved or printed logo. The speaker comes in black, silver, red, and blue, and in a white paper box. The speaker and its package can also bear a colour or printing as desired by the customer on orders above a certain quantity.

PSI 48108 • KMS Kafitz Medienservice GmbH • Tel +49 2234 9908-460 rk@kms.eu • www.kms.eu





INDIVIDUALITY SAYS IT ALL

In he new CI-Book from Geiger-Notes scores points as a premium notebook that can be individually designed. Nearly anything is possible: For the A4- and A5-size CI-Book, not only are there more than 50 coves and colours to choose from, but the rest can also be fully adapted to the individual wishes of customers. Fourteen colours are available for both the rubber band closure and pen holder. The edge colouring in the individually desired tone is included. Added to these are many options, from motif edge colouring to the practical organizing set. Whoever chooses the CI-Hybrid gets a combination business notebook and appointment diary with a calendar function. Special characteristics that distinguish all business notebooks from Geiger-Notes are the round corners of the book body and board, as well as the micro-perforation on all the pages.

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



A whole year full of special moments

Generously sized display, brilliant legibility in UHD.

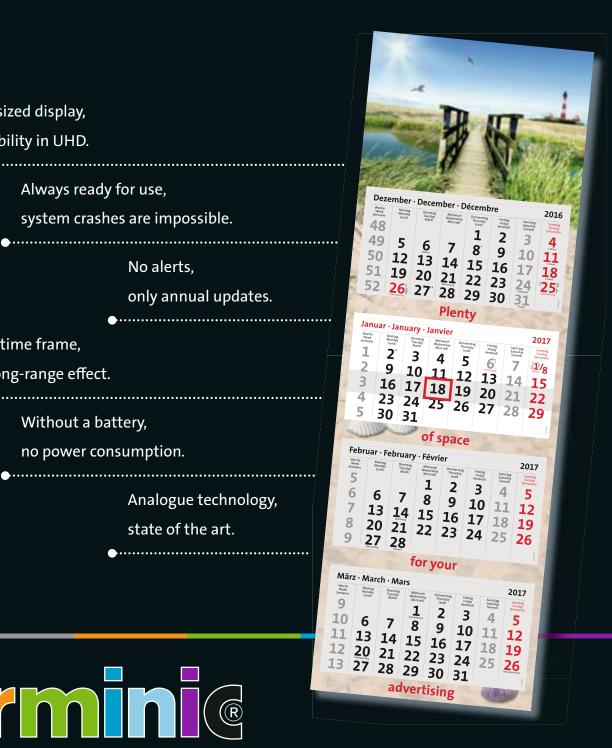
> Always ready for use, system crashes are impossible.

> > No alerts, only annual updates.

Highlighted time frame, overriding long-range effect.

> Without a battery, no power consumption.

> > Analogue technology, state of the art.







he practical 9 x 4 x 0.8 centimetre large and 45 gram light hand warmer in a stylish aluminium look with engraved logo, a textile sock and individually packed in a gift carton is a high-quality promotional product for cold days. The battery life is about two hours (depending on the ambient temperature). As a result, heat up to 45 °C is generated. The hand warmer can be recharged about 500 times with the USB cable supplied. Standard colours are available from 500 pieces, special colours from 1,000 pieces.

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



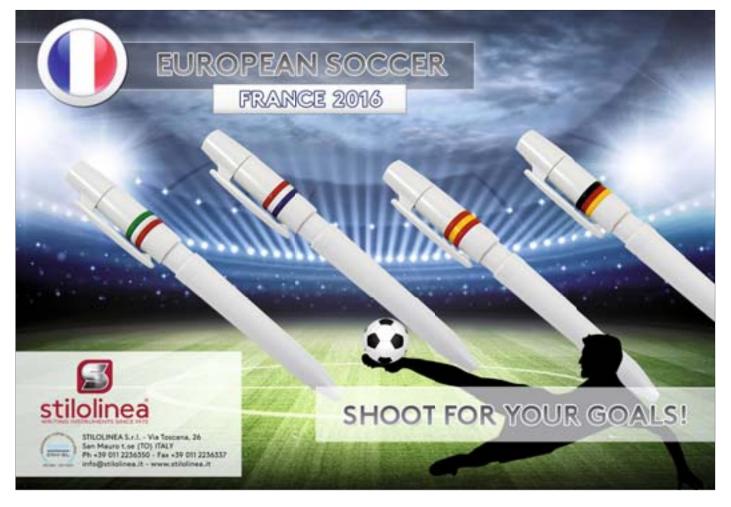
MOBILE OFFICE

he stylish notebook from Dragon Gifts is more than just something to gather notes in. Thanks to the USB memory integrated into the cover, it also serves as a portable memory for all of its user's electronic data. Thanks to its secure place, this storage medium cannot get lost. And the highlight is that it also has an integrated 3000 mAh Powerbank so it can be used when you are on the go to recharge a smartphone or tablet, for instance, at any time. In addition, charging cables for iOS or Android outputs, respectively, are included. This keeps the user permanently provided with all personal data.

PSI 49304 • Dragon Gifts Ltd. • Tel +7 922 2288684 info@dragon-gifts.eu • www.dragon-gifts.eu









JACK-OF-ALL-TRADES FOR TRAVELLING

etmaxx Multiset Travel8Go, the travel set available for professional travellers from Spranz, consists of a multi-port charging adapter with a wall plug connection for use in the office, hotel room, and at home, and also has a car connection for use in a company, private, or rented car. Its other advantages include the cable spool function of the practical multi-port adapter, compatible with all common mobile telephones, including the practical stylus and integrated flashlight. This is nothing less than a multi-travel genius in a practical carabiner backpack so it can always be in on the action.

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

ALL CHARGED UP

Does your smartphone battery tend to give up the ghost always at the wrong time? The Lightly USB charging adapter from elasto makes dead batteries in mobile devices a thing of the past. The pocket-friendly plastic case with a 5V/1A output that comes in white, black, red, and blue, contains a battery with 3,000 mAh of power. When fully charged, this is enough power to charge a smartphone. All USB adapters from elasto are certified in accordance with the latest European safety standards, such as CE and RoHS, and guarantee protection against overheating, overcharging and discharging, as well as short-circuiting. A micro-USB cable is also included. The adapter is finished in 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





NO MORE CABLE CLUTTER

ihring offers useful products for the smartphone & Co. The 'Kabelhirte' charging station prevents smartphones having ground contact while charging and prevents cable clutter. Simply insert the device into the insertion pocket, connect it to the charger cable and insert the power plug into the socket through the cutout at the top. The "Multi Smart Coat" smartphone case protects the device thanks to its shock-absorbing wool felt. The two inner compartments can accommodate business cards.

PSI 40807 • Gabriele Bühring • Tel +49 4154 79540-0 Vertrieb@Buehring-Shop.com • www.buehring-shop.com



CLINGING DESIRABLE

r. Hoohu (Hook & Hug) hangs and clings wherever it is desired. Gone are the days of having to place your smartphone on the floor to charge it at the socket in the hotel room. Mr. Hoohu not only holds the smartphone in every conceivable situation, it can also keep the door, book pages and, if desired, even a curtain open. It is extremely elastic, about 20.5 by 10 centimetres large and 0.5 centimetres thick. The product is made of silicone and is available in red, orange, green, blue, black and white from stock. Direct import in special colours is possible from 3,000 pieces. It is individually packaged in a polybag with colourful application examples.

PSI 44186 • team-d Import-Export Warenvertriebs GmbH • Tel +49 7181 989600 psi@team-d.de • www.team-d.de

BRIGHT AND RESOUNDING

ustomers can listen to their favourite music in top quality and at an impressive volume with the Boom Light Bluetooth speaker from Topico. In addition, the speaker is equipped with a mood light that can be dimmed to three levels of brightness and has a fold-out metal bracket to hang it up with. The 1.6-watt lamp can be operated using the touch function on the speaker cover. Thanks to Bluetooth version 3.0, and by way of its 3.5-millimetre jack, the speaker can be connected to a smartphone, MP3 player, laptop or tablet. The device can also play music from a micro SD card. The control menu with the usual player functions is located on the base. The sound box with integrated light has an output of five watts. In addition, Boom Light is equipped with a powerful lithium-ion battery and is powered by way of a USB cable.

PSI 44327 • Topico • Tel +49 421 6965470-o sales@topico.de • www.promotiontops.de





RELAXED VIEWS

he XD Design Alp A is a universal, flexible tablet PC holder. It not only has an optically attractive design, but also six different adjustment levels, so that tablet PCs of up to ten inches can be positioned at various angles of inclination in the Alp A. Thus users can relax when watching a movie, or comfortably work with the touch pen on the screen. Since they have both hands free, they can also make a phone call, for instance, at the same time. A material mix of aluminium and textile was used to make the slender holder. It comes in four stylish colours. In addition, an aluminium touch pen is included, according to the information from the Netherlands.

PSI 42772 • Xindao B.V. • Tel +31 70 3199960 l.reijgers@xindao.nl • www.xindao.com

STYLISH SPHERE OF LIGHT

he main thing required for a beautiful, decorative home is tasteful accessories and the right lighting. The MiPow Playbulb Sphere from Löw Energy Systems is a modern light ball that simultaneously functions as a decorative element and lighting, thereby beautifying every room. Without any annoying cable, this stylish ball of light can be placed anywhere in the house thanks to its internal battery: on shelves, in corners, or on windowsills. Used as a nightlight, it provides for gentle dreams in the children's bedroom. The light ball is waterproof and thus can also put a garden party into the proper light. Thanks to the related app, available for iOS and Android, up to sixteen million colours, colour changing effects, or various time functions can easily be adjusted to the mood or occasion simply by swiping. Up to five Playbulb Sphere light bulbs can be controlled at once and guarantee an extraordinary ambiance.

PSI 47113 • Löw Energy Systems e.K. • Tel. +49 2181 479100 info@loew-energy.de • www.promohub.de





THREE-DIMENSIONAL FINISHING

he latest innovation from MSW Lasertechnik is a 3D fibre laser that enables metals of all kinds and many plastics to be engraved in three dimensions. This means that users are no longer tied to one surface when finishing their promotional products, which opens up entirely new areas of application and possibilities. On a lettering space of 160 by 160 millimetres, a height of 40 millimetres can be evened out without regard to whether a ball, a cone, a cylinder, or any freely chosen shape is being engraved. The user-friendly software also allows free 3D shapes to be directly imported as models on which the file to be engraved is perfectly adapted. This also lets users give free rein to their imagination with bar codes, QR codes, serial numbers, and much more. Further information is available from MSW Lasertechnik.

PSI 47776 • MSW Lasertechnik • Tel +49 7066 9118360 info@msw-lasertechnik.de • www.msw-lasertechnik.de



USB LADEGERÄT MIT LED-LICHT

••• PER DIREKTIMPORT LIEFERBAR.

N-m 338



ESSENTIAL FOR ENJOYING WINE

LINE not only measures the temperature quickly and simply, it compares this temperature with the optimal temperature of 19 different wines. Famous wines from Bordeaux, Pinot and Merlot, Zinfandel and Chardonnay, as well as port and champagne have been programmed. An integrated bar display and an audible warning signal ensure the perfect wine temperature is never missed.

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

ENLIGHTENING EFFECTS

umitoys has a new USB cable with chaser light effect in its product range that makes data flow visible. An eye-catcher during the charging process, when the light is fast or slow depending on the charging

status of the battery. When the battery is fully charged, the light switches off. The USB cable can be used for charging as well as for data transmission. Both processes are accompanied by the corresponding light effect. The available connections are USB to micro-USB and optionally with lightning adapter, compatible with iPhone and iPad, among others, and appropriately certified. The matching power pack is also supplied as an option. Its length of 31.5 inches means the cable can be placed optimally and flexibly when it is connected. Not only is there a choice of various light colours, but the cable itself can be coloured individually apart from the standard colours. In addition, advertising can be printed on it.

PSI 46095 • Lumitoys GmbH • Tel +49 2331 377545-0 info@lumitoys.de • www.lumitoys.de





COMMUNICATION MADE EASY

ree-of-charge communication with the Walkie Talkie from Brennenstuhl. With a range of up to five kilometres, users are always in contact during leisure, private or professional activities, wherever they may be. Ease of use, small and manageable with an LC display and backlight. These characteristics distinguish the Walkie Talkie from Brennenstuhl. Finishing is also possible on request.

PSI 41141 • Hugo Brennenstuhl GmbH & Co. KG • Tel +49 7071 8801171 werbemittel@brennenstuhl.de • www.brennenstuhl.de





info@newwave-germany.de Tel.: +49(0)8033 979 120 B2B-Webshop: www.newwave-germany.de

ÖSTERREICH:

info@newwave-austria.at Tel.: +43(0)5373 200 60 0 B2B-Webshop: www.newwave-austria.at





CHARGED ATMOSPHERE

Por International in Great Britain has expanded its extensive range of promotional products. One of the new products is the USB charging unit available in two models for many different electronic devices. One version has a short cable to avoid annoying cable spaghetti, and the other has a long cable for covering larger distances, as from a PC to a floor socket. The charging unit is compatible with nearly all current smartphones that can be charged at a USB slot without problems. A selection of coloured rings is available which can be branded with four-colour printing. More information on request.

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



COLOURFUL ACOUSTIC INNOVATION

well-known specialist for new trends and innovation, Global Innovations is putting more colour into life starting immediately with the new TwoTones with two-coloured cables and in-ear headphones. TwoTones are produced by an elaborate process on production machines re-equipped especially for this purpose and are available exclusively from Global Innovations. Thanks to the two-tone design of this trendy product, it is possible to have your company or club colours with you at all times. This ensures a long-lasting advertising impact. By the way, logos can also be placed on the earplugs.

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

PRACTICAL WORKING LAMP

he Maxi LED lamp made of aluminium sold by Giving Europe under item no. 6639 has three LEDs, a flexible, roughly 40-centimetre telescope stick, and comes with magnets and batteries included. Thanks to its very bright light and flexible telescope stick, this lamp is mainly ideal for working on or under a car, as well as in dark corners. Its differing surfaces shows this lamp to be very slip-proof, according to the manufacturer. And thanks to the magnet function, the user has both hands free to putter around. The lamp comes in black, red, blue, and silver. Advertising can be applied by means of laser engraving.

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



VIRTUAL PRESENTATION

S mart goggles from the Polish manufacturer Raster make viewing images and videos on a smartphone into an almost three-dimensional cinema experience. After all, the 3D goggles with customized advertising let you see a 360° panorama. Smart Goggles are also made of three-layer cardboard and come with a kit that is easy as pie to assemble. So simple that even a child can use them, the product also has an adjustable headband, and the workmanship is as good as the price-performance ratio.

PSI 44741 • Raster • Tel +48 41 3446777 raster@raster.com.pl • www.raster.eu



SUPER LIGHT – SUPER MODERN

practical companion wherever one goes is the "Fit Pro" electronic pedometer from Kasper & Richter. It fits into any trouser pocket or breast pocket, on lanyards, necklaces or on keyrings. Thanks to the innovative 3D-Motion G-sensor technology, this pedometer makes it possible for the very first time to reliably detect the steps of the "wearer", regardless of the wearing position. Despite extensive technical highlights, it is very simple to use.

PSI 40043 • Kasper & Richter GmbH & Co. KG • Tel +49 9131 506550 ralf@kasper-richter.de • www.kasper-richter.de





ALWAYS RIGHT IN THE PICTURE

In he Selfiestick has long become socially acceptable.

JOSANTO has further perfected the potential for attaching promotional messages to Selfiesticks. The models can be completely individualised so that advertising is always effective when the recipient of the Selfiestick captures his favourite moments. The various Selfiestick models can be imprinted in an array of colours on two large print areas. In addition, the product can feature a PANTONE colour, whilst packaging and even the shape of the handle can be customised.

PSI 49273 • JOSANTO UG • Tel +49 40 35778350 dorian@josanto.de • www.josanto.de

CATCHY SOUND

In the superior high-definition in-ear headphone Cool vibes HD, available from Krüger & Gregoriades, boasts an excellent sound quality. According to the technical data, the key features include a crystal-clear, high-definition hi-fi sound with tremendous bass reserves: The frequency output is 2025 kHz, the sound pressure level is 105 dB at a power of 20 mW and a maximum load capacity of 170 mW. In addition, the product offers a high level of wearing comfort ensured by soft silicone attachments which are available in three different sizes. The in-ear headphone with a cable length of 120 centimetres and a 3.5 millimetre jack plug is delivered gift wrapped in a plastic box and comes with a practical headset function and a soft holder for storage in your pocket. With an extensive and constantly updated product range, the Hamburg-based company can meet diverse customer requirements. More than 900 items, including a variety of gift and trend articles as well as promotional products, toys and plush items, are always available in stock.

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



Die Handschrift der Werbung



LIGHTWEIGHT AND SAFE

he mondo pazzo tablet PC cover edged all around from Pruner Werbemittel, made of metallic gloss material, keeps all devices, such as a tablet PC, in safe, shockproof storage. For easy removal, this attractive bag is open on the short side and has a notch. This hip storage helper comes in many fresh colours. The metallic effect underscores its extremely cool, dynamic appearance. All in all, the mondo pazzo provides customers with a promotional product that will draw all eyes to itself and any advertising message effectively presented on it.

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

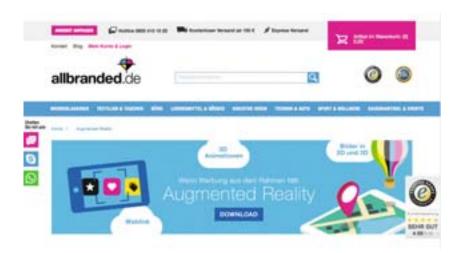


INDUSTRY PSI Journal 6/2016 www.psi-network.de

ALLBRANDED

A NEW WAY OF EXPERIENCE IN ADVERTISING

A llbranded, the promotional product specialist from Hamburg, is now offering its customers a special form of individualisation. On request, 2D models, 3D images or personalised animations of a logo can be created to transport smartphone or tablet users into a new world of experience in advertising. With this offer, the promotional product distributor is following the latest trend of the PSI 2016, which enables a high innovative character, diverse interactivity options and multiple networking of different media: Augmented Reality. The term "Augmented Reality" refers to an extended perception of reality in which the real world and virtual world mix. As a pioneer in the industry, allbranded has succeeded in making this technology trend accessible to its customers. By means of the promotional product, logos are brought to life and 3D anima-



tions, text information and graphics are transported to the smartphone or tablet of the viewer in real time. Real promotional products thus tell digital stories and strengthen their promotional impact. In addition to haptics, promotional products now have digital components that enable companies to provide interaction and involve the customer much more intensively than with simple advertising in print media. Similar to the QR code, the indirect predecessor of this technology, animations, videos and product information of the advertising company are linked in coded form with the respective logo. The app Sensar, which is available for free on the App Store and the Google Play Store, scans the logo using the smartphone camera and provides the animation on the display of the end user. Thus, not only does the logo on the promotional product serve as the key to animation, but also each drawing and each imprint of the same logo. "Augmented Reality not only offers a variety of new possibilities for the technology and computer industry. Likewise haptic advertising can use the new technology to appeal to even more senses and increase their promotional effect," explains Arne Schubert, managing director of allbranded GmbH. "We live in a world where we are showered with advertising from morning to night. Whoever wants to prevail over competitors and other advertisers in the permanent advertising flow has to be very creative to address his target group, to engage it in an interaction and to leave a lasting impression. Promotional products are the advertising medium with the highest recall value, which we can now breathe new life into with animated logos that boast an extra portion of 'originality' or creative 'fun'. The result is advertising that makes people curious and that everyone talks about." www.allbranded.de/Augmented-Reality/

FOCUS ON CUSTOMER CARE

S&P WERBEARTIKEL STRENGTHENS DISTRIBUTION

n early May, S&P Werbeartikel in
Meerbusch strengthened its key
account team with their new colleague
Matthias Janßen. The now six-man team



Matthias Janßen

under owners
Carsten Lenz and
Daniel Meffert is
better able to handle
the constantly
growing customer
base. Carsten Lenz
says, "With Matthias
Janßen, we have
added an experienced customer

consultant with a fresh new perspective." Matthias Janßen most recently worked as a key account manager and team leader for the recruiter Amadeus Fire. As a marketing expert, he is to provide additional stimuli to the company and is looking forward to taking care of customers in the promotional products sector. "S&P is constantly growing. In the process, we continue to put our trust in the human factor in customer care," says Daniel Meffert. The well-known customers of the Meerbusch-based distributor are showing more and more appreciation for the conceptual marketing approach of S&P. Matthias Janßen is not only to be involved in the focal point of his work in distribution, but also in the organization of "Werbeartikelmesse Meerbusch 2016", S&P's own trade show this year, to be held on the Böhler grounds on 1 September. "Here we are expecting an increase of well over twenty per cent in terms of both visitors and exhibitors," is the confident outlook of S&P's management. www.sp-werbeartikel.de

INSPIRION

TWO NEW ARRIVALS

nspiron GmbH in Bremen has strengthened its international sales team. Two new arrivals ensure qualified customer service as well as smooth processing of offers and orders in the back office and in the field sales team. Since March 2016, Bremen-born Sarah Sickfeld has been looking after customers in Switzerland and Austria. She has taken over from Sinja Lettman who is taking maternity leave as of



Sarah Sickfeld und Helen Chan-Fröhlich.

June. The qualified management assistant in wholesale and foreign trade previously worked in the metals trade. Her focus is now on promotional products. Also new on board is Helen Chan-Fröhlich. A native of Hong Kong in China, she can look back on several years of experience in sales and has been the contact person for customers in northern Europe since 1 April. Helen Chan-Fröhlich speaks German, English, French and Cantonese. "We not only have big plans in Germany this year but also in our international markets," explains Jörg-Peter Helmers, Sales Director B2B Northern & Central Europe at Inspirion. "We are therefore pleased that two new skilled and motivated colleagues now support us." www.inspirion.eu

FABER-CASTELL AG

SUCCESSION PLAN AT FABER-CASTELL

The Faber-Castell family and the supervisory board of Faber-Castell AG have decided to seek an external CEO as a successor for the late Anton-Wolfgang Graf von Faber-Castell. The selection of the candidates is expected to be successfully completed by the end of this year. Until the new CEO has been found, Mary E. Gräfin von Faber-



Charles Graf von Faber-Castell

Castell, who was appointed to the board of management of Faber-Castell AG on 1 January 2016, will take on the role as CEO and coordinate the departments of the other board members. The Faber-

Castell family will also play a key role in the board of management, the supervisory board and at shareholders' meetings in the future in order to preserve their influence in the long-established company that continues to be entirely family-owned, and to ensure that Faber-Castell AG continues as a family business in the ninth generation. Charles Graf von Fa-



Mary E. Gräfin von Faber-Castell

ber-Castell, who is currently responsible for the premium segment "Graf von Faber-Castell", will expand his experience in other areas of the company by taking on additional management duties. www.faber-castell.de

PROMOTIONAL PRODUCT DISTRIBUTORS ON MALLORCA

SUCCESSFUL ENTREPRENEUR SEMINAR

his year's Entrepreneur Forum for promotional product distributors was held at Hotel Bendinat on the island of Mallorca in late February. As the event previously organised by the bwg association was no longer planned under the umbrella of the new GWW, eight distributors working in partnership organised the seminar for the first time

on their own this year. The main topics of the threeday training course were effectiveness, efficiency and good time management. Like every year, the focus was particularly on communication. Among other things, important trade issues were discussed and debated. The seminar host and former CEO of bwg, Joachim Schulz, summed up: "The seminar was a tremendous success. The beneficial exchange of ideas and information during the day-long programme and the sunny evening hours in which personal contacts within the industry were cultivated were well received and were very worthwhile." The Entrepreneur Forum on the island of Mallorca is to take place at the same time next year. "All promotional product distributors are again invited to participate in the seminar," says Joachim Schulz. Interested parties can contact: www.absatzplus.com



The promotional product distributors held their traditional Entrepreneur Forum once again on the island of Mallorca this year.

29

INDUSTRY PSI Journal 6/2016 www.psi-network.de

BRUNNEN & EILERS

NEW UMBRELLA COMPANY

Successful start: Brunnen & Eilers Promotion Service GmbH & Co. KG, the new umbrella company for the entire promotional products distribution of Schneider Group, was founded on 1 January 2016. This was a decisive step to realise holistic customer service. The merger of Brunnen & Eilers increases the range of promotionally effective useful objects which provide a valuable service for work and leisure. The complementarily expanded product range now includes calendars, notebooks, stationery and office supplies. Their common features include high quality, diverse possibilities for individualisation, an inspiring bandwidth for conceptual tailoring to the target group, occasion and communication objective. This is not the only benefit for customers and business partners.

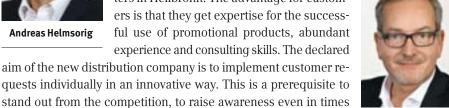


Andreas Helmsorig

The new company is headed by Andreas Helmsorig. Two sales offices ensure more personalised service and greater customer proximity. There, customers can expect reliable teams and experienced contact persons. Sven Weiß is responsible for North distribution with headquarters in Bielefeld; Günter Eisele is respon-

sible for South distribution with headquarters in Heilbronn. The advantage for customers is that they get expertise for the successful use of promotional products, abundant experience and consulting skills. The declared

ing positive impression. The all-round sup-



Sven Weiß

quests individually in an innovative way. This is a prerequisite to stand out from the competition, to raise awareness even in times flooded with information, and to make a last-



www.brunnenpromotion.com

Günter Eisele

port provided by Brunnen & Eilers also relieves the customer of time-consuming organisational tasks. Complex ordering and logistics processes are managed by the company's service team. Among other things, customers benefit from a fast, highly efficient delivery service that is handled by a centralized, highly efficient logistics centre. The welcome effect for customers: promotional

product concepts are made as simple as possible.

The outlook for the future: Concentrated know-how from consulting to production and common resources also form the basis for further investment and the innovative development of promotionally effective products. A goal that Brunnen & Eilers will also be pursuing in AG Zukunft. The members of this company initiative are committed to sustainable and socially responsible business practices and to promoting promotional print material that enhances a win-win strategy.



KÖNITZ GROUP IS EXPANDING

With Thomas Hirsch, the Könitz, Waechtersbach, Weimar Porzellan and KönitzPlus brands have gained a competent reinforce-



Thomas Hirsch

ment. The 34-yearold boasts years of experience in the areas of custom production/ consumer goods of industry-related companies such as Lensen Toppoint B.V. and Senator GmbH &

Co. KGaA. Thomas Hirsch looks after southern and western Germany and Austria for the Könitz Group.

www.mug-company.com

PF CONCEPT NEW COUNTRY MANAGER FOR SCANDINAVIA

Jörgen Lorentzon is the new General Manager of PF Concept Scandinavia in Gothenburg. He came from Didriksons AB where he had worked as the International Sales Director since 2010 and helped develop the sector for final consumers. He



Jörgen Lorentzon

was previously responsible for private labels at Procurator AB. He also ran his own business in the field of textile production and design. Jörgen Lorentzon laid the foundation for his

expertise in the 1990s at JC where he worked in the retail market sector. As the Country Manager of PF Concept Scandinavia, Jörgen Lorentzon is responsible for all business conducted by PF Concept in Denmark, Finland, Norway and Sweden. www.pfconcept.com

TROTEC LASER DEUTSCHLAND

OLIVER KUSSAUER IS GRANTED JOINT PROCURATION

Due to his outstanding achievements and the achievements recorded in the German market, Oliver Kussauer was recently granted joint procuration of Trotec Laser Deutschland GmbH. Oliver Kussauer is thus authorized to sign jointly with one of the two managing directors Dr. Andreas Penz or Christian Spicker for Trotec Laser



Oliver Kussauer

Deutschland GmbH.
After years of sales
management in the
sale of engraving
machines and lasers
for a trading
company, Oliver
Kussauer joined
Trotec Laser in 1998
as a self-employed

sales representative. As a result of his successful achievements, he was appointed sales manager of Trotec Laser in northern Germany in April 2011. For some time now, Oliver Kussauer has also been responsible for sales management in Germany and in Denmark. In 2015 Trotec achieved a record year, generating a worldwide turnover of over 100 million euros as a laser system manufacturer in the high-technology sector. Business has developed particularly well, especially in the core market of Germany. "We thank Oliver Kussauer for his great commitment in recent years and wish him continued success. Due to his enormous personal commitment, he has contributed significantly to the successful development of Trotec Laser in Germany," says Christian Spicker. www.troteclaser.com

HALFAR

OUTSTANDINGLY FAMILY-FRIENDLY

reating a balance between work and family – for as long as anyone can remember, the Bielefeld-based bag expert Halfar has been supporting its employees to achieve this. For its efforts, it has now received the "Outstandingly family-friendly" award of the Bielefeld Alliance for Family. Halfar System GmbH was one of three companies to receive the award which was presented to the managing directors Kathrin Stühmeyer and Armin Halfar by the Lord Mayor of Bielefeld, Pit Clausen, on 5 April.

"We are very pleased to receive this award because as an owner-managed company, we place special emphasis on family friendliness", says Armin Halfar, stressing the importance of the award. The topic is a broad field. Whether it be an addition to the family or a sudden need for care in the family: the situations and needs of individuals can vary greatly. One thing is certain: These events impact the daily routine and create new challenges for working persons. The company Halfar supports its employees with fast, flexible and



Freuten sich über die Auszeichnung: (v.l.) Angela Rehorst (Bündnis für Familie und Handwerkskammer), Kathrin Stühmeyer (Halfar System), Katrin Hinney (Stadtwerke), Armin Halfar, Oberbürgermeister Pit Clausen, Christopher Hettlage, Brigitte Alers (beide bbs-bentlage), Thomas Niehoff (IHK), Lena Strothmann (Handwerkskammer) und Brigitte Meier (WEGE)

above all unbureaucratic solutions. As a temporary solution, parents can even take a child to work. The company explicitly supports the wish of fathers to take parental leave. And with flexible working hours, it is easier for parents or caregivers to combine work and family.

These examples show how the company responds to the specific needs and life situations of its employees. And that pays off for both parties. Employees benefit from a good working environment and the opportunity to continue working at their companies in their familiar working environment. And the company benefits from satisfied, motivated staff who identify with and are devoted to the company (or employer) – an invaluable asset especially in times of skills shortage. www.de.halfar.com

FARE SCHIRMWERK

REDDOT FOR WORLD FIRST FARE-IAUTO

n 2015, FARE Schirmwerk launched another world first on the market: the FARE-iAuto. The first folding umbrella that electrically opens at the push of a button and completely closes again. In Poland in autumn 2015, the folding umbrella won the "Super Gift Award" in the category "Super Business Gift" – the best promotional product for managers, and the mini was recently distinguished with the widely recognized reddot design award. Here is more information about the FARE-iAuto.

www.fare.de/de/iauto/

INDUSTRY PSI Journal 6/2016 www.psi-network.de





At the International Day of Logistics students were allowed to pitch in at the end of the day.

LOGISTICS DAY AT ZTV

SUCCESSFUL DAY FOR ALL

On 21 April, the International Day of Logistics, the logistics service provider ztv in Krefeld Fichtenhain gave students of the region an exclusive look behind the scenes. 60 students of the region visited the company. They were given a short presentation about career opportunities, made a tour of the warehouses and even pitched in at the end of the day.

he students' many questions about vocational training, dual study programmes and general professional opportunities showed the interest of the young people in a perspective in the logistics industry. Moreover, they were involved in practical activities and were thus able to gain a good insight into the processes. As a result of ztv's steady growth, new skilled employees are regularly required. For this reason, ztv decided at the start of the year to participate in this year's Day of Logistics for the very first time, thus targeting

students in the region as potential employees.

LOGISTICS PARTNER OF PSI SINCE 2013

Zustell-, Transport- und Vertriebsgesellschaft mbH & Co. KG (ztv) emerged in 1997 from the logistics departments of the press distributors Friedrich J. Keppel GmbH & Co. KG in Krefeld and Friedrich Keppel GmbH & Co. KG in Koblenz. Since 1945 (Krefeld) and 1960 (Koblenz), the press distributors have ensured uninterrupted daily deliveries of newspapers and magazines

to the retail trade in their respective distribution areas. Since the spin-off, ztv has been responsible for the logistical functions for Keppel and also successfully offers services on the market. According to the company, the specific B2B solutions developed for the promotional products industry in recent years have won over many customers. Since 2013, ztv has been the logistics partner of the PSI and will also be presenting its own range of services as an exhibitor in Düsseldorf in 2017.

COMPLETE LOGISTICS SERVICES FROM A SINGLE SOURCE

The company has over 16,000 square metres of warehouse space as well as various types of storage. A team of about 150 employees meticulously attends to the needs of customers. According to ztv, a modern warehouse management system ensures that all ongoing processes run optimally. Various customer systems such as SAP or online stores can be linked by means of interfaces. From the receipt of goods through to storage, picking, packing and delivery, ztv offers its customers a complete logistics service tailored to their individual requirements and needs. The spectrum ranges from regional solutions to international shipping including complete customs clearance. www.ztv-logistik.de

Unser Lieblings-Gegner wird 25





Die 11 Jahre zuvor waren fast ein bisschen langweilig.

Herzlichen Glückwunsch vom elasto Team



INDUSTRY PSI Journal 6/2016 www.psi-network.de



Generation change at Hallbauer Exklusivwerbung: Marie-Theres Köhler will take over the management from Jürgen Hallbauer, supported by the company's long-standing authorised officer Stefan Hertranft.

HALLBAUER PROMOTIONAL PRODUCTS TRADE SHOW

FULMINANT TRADE SHOW COMEBACK

The 30 exhibitors and the team at Hallbauer Exklusivwerbung experienced a veritable rush of visitors in the event area of the 'Gondwanaland' tropical hall at Leipzig Zoo. Following the three AHA Promotional Product Days jointly organised with Abakus Riesa, Hallbauer once again organised a highly successful event after a two-year break.

ven the invitation campaign for the promotional products trade show in Leipzig aroused a great deal of curiosity: From the invitation card to the "discovery pass" and the trade show bag to the admission badge with lanyard – all the materials had been designed by Hallbauer in a uniform, imaginative jungle design that enticed the visitors to go on a discovery expedition. Around 350 guests from 220 companies came to discover trends and immersed

themselves in the stunning tropical hall of the Zoo at an air temperature of 26 degrees. "A lot more customers registered than we had expected. The exhibitors and we as hosts are very pleased with the day," said a delighted managing director Jürgen Hallbauer at the end of the trade show day.

FULL HOUSE IN THE PROMOTIONAL JUNGLE

Hustle and bustle and interest could be felt everywhere: The 30 exhibitors who pre-

sented a varied promotional product mix were involved in intensive consultations throughout the day and accordingly were relaxed and cheerful. Under the motto "Discover the incredible", they showed the customers inspiring new products, promotional classics and the top promotion hits of the season. The very versatile product portfolio ranged from give-aways to high-value (brand) gifts, everything the advertiser's heart desired. The courage to present exclusive products also paid off; the creative promotional socks from ABER as well as the salt specialties from Saltini's - to name just two examples - met with great response among the visitors.

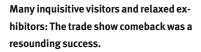
NEW EXHIBITORS, NUMEROUS TOP CUSTOMERS

With the Zoo as a trade show location, Jürgen Hallbauer fulfilled a long-cherished dream. The concept was already in the drawer before the AHA trade shows and has now been implemented with great success. "I am proud that so many top customers accepted our invitation. We also managed to gain additional, more specialized tradeoriented brands as exhibitors," said Hallbauer, who also counted large brands among his customers. For the Glashütte watch label, for instance, Hallbauer has developed an ever-growing collection for their appearance at international trade shows. "These include notebooks, handbag holders, USB sticks and much more, all produced in our own design," adds Stefan Hertranft, the company's authorized officer.

GENERATIONAL CHANGE IS PENDING

Jürgen Hallbauer took the opportunity to familiarize us with the latest developments within his company. "During the year I will gradually withdraw from the operative busi-







Nature adventure – exhibition highlight: Lush greenery and exotic animals in the largest tropical hall in Europe.



A lot of time for consultancy and relationship management.



ness and will soon hand over the management to my grand-daughter Marie-Theres Köhler, who will run the company together with Stefan Hertranft," explains Hallbauer, who of course will continue to provide support with his knowledge and advice. After completing her studies in business administration/international management and following an extended stay abroad, Köhler has been working in the management of the promotional products specialist since 2013. "I look forward to continuing the collaboration with our existing customers and to making new customer contacts. Above all, I want to focus more on expanding online sales and developing our online platform," said Marie-Theres Köhler.

STABLE BUDGETS

The management trio is delighted that overall 2015 was a successful year for Hallbau-

er Exklusivwerbung. After all, the budgets have stabilised, although the economic situation in the new federal states of Germany is difficult because of the ongoing structural weakness, said Stefan Hertranft. "Although we have many manufacturing companies here, the centres where decisions are made are usually in Munich, Stuttgart or Frankfurt," adds Hallbauer. His response to this situation: "We have expanded our sales and strengthened and modernised our field sales team in order to serve our customers even more intensively." The unanimous view of our interlocutors is that business is becoming increasingly difficult due to more and more market participants and many small distributors, and therefore a consultant not only has to be more active, but also more creative. "What can we offer as an added value?" is the central question which the trade must ask itself today, concludes Stefan Hertranft. This includes first and foremost consulting and customer loyalty. Despite the inhouse trade show, the decision by Hallbauer to also use the Newsweek on 30 May in Leipzig as a contact platform is the logical consequence.

DISCOVERY EXPEDITION IN TROPICAL FLAIR

The attractive location had certainly contributed to the success of the event. On entering the event rooms, the visitors were immersed in pleasant warm air, walked passed a real jeep at the entrance and had great views of the lush tropical greenery before entering the exhibition rooms. One immediately felt like being in a southern region. Visitors had direct access from the exhibition rooms to the largest tropical hall in Europe, showing flora and fauna from Asia, South America and Africa as well as the geological development of the three continents. About 100 animal species and 17,000 tropical plants are located in the 16,500 square metre and up to 36 metre tall hall named after Gondwana, the supercontinent in the southern hemisphere. After visiting the stands, a number of customers accepted Hallbauer's invitation to stroll through the exotic jungle. Outside the enclosure, visitors were also able to discover and watch monkeys, birds and all kinds of small animals. This special experience of nature was an additional highlight of the day.

INDUSTRY PSI Journal 6/2016 www.psi-network.de





With their product collections, the exhibiting supplier partners offered an insight into the diversity of a strong industry.

WERBEMITTEL RÜPPNER

HAPTIC EXPERIENCES

The recent in-house trade show of Werbemittel Rüppner GmbH & Co. KG exuded an almost family-like feel-good atmosphere. As in previous years, the experts for haptic advertising together with their partner suppliers again presented the latest industry products at the Leonardo Hotel in Weimar.

onveniently located in the centre of the federal state of Thuringia/Germany, the Leonardo Hotel with function rooms that are perfectly suitable for this purpose has developed into an ideal starting point and presentation place of Rüppner's portfolio – especially as the city of Weimar with its rich cultural and historical heritage offers an additional attraction for visitors. The customers of the Braunsbedra-based promotional product distributor who had made the trip focussed their entire concentration on the versatile promotionally effective exhibits of the 23 exhibiting supplier partners who provided an insight into

the diversity of a strong industry with their collections. From 9.30 am to 5 pm, a total of 133 guests from 85 companies experienced how the marketing of their companies could be optimised through haptic promotion. The managing directors Jürgen Rüppner and Steffen Thorhold, together with their team and the attending product specialists, provided hand in hand adequate consultation and gave helpful hints and tips to successfully enhance promotional impact with the right combination of customised products.

PRESENCE CONNECTS

As usual at the traditional Rüppner in-house

trade shows, the customers who had travelled from Thuringia, Saxony-Anhalt and Saxony once again took the time for a detailed assessment and consultation. "Presence connects," is the maxim of Werbemittel Rüppner. And this connecting element was also clearly noticeable at this year's in-house event because many of the guests are long-standing, loyal business contacts which were established on mutual trust. The company's customers know that they can rely on the comprehensive services and intensive support at every stage



of the processed orders at Rüppner. The Thuringian promotional product professionals gladly offer tailored solutions and also implement special productions. On the one hand, an extra bonus here is the enormous experience – in the coming year, the company Werbemittel Rüppner will be celebrating its 25th anniversary – and on the other hand, first-class support of customers is always guaranteed.

ACTIVE IN GWW

Likewise, as a long-standing member of the German association of promotional products distributors and consultants which has now merged with the General Association of the German Promotional Products Industry (GWW), it now actively attends to the needs of the industry. Jürgen Rüppner and Steffen Thorhold hope the new unified association will add impetus to the effort to eliminate the tax disadvantages of



Customers who had travelled from Thuringia, Saxony-Anhalt and Saxony took the time for an indepth product show and consultation.

uted to the success of the event. The exhibitors and the Rüppner team met at the Weimar Atrium for dinner which culminated in a sporty and communicative game of bowling. www.rueppner.de <





promotional products, and also see the GWW focussing its (corporate) policy functions on raising the awareness of compliance issues.

RESOUNDING SUCCESS

The in-house trade show focussed on the positive forces of promotional products. Guests were well looked after with culinary delicacies and were not disappointed in their search for new product ideas. Numerous specific inquiries contributed to the success of the in-house trade show and the organizers enjoyed a very positive result. The convivial suppliers' evening on the day before the trade show also contrib-



The exhibitors and the Rüppner team met at the Weimar Atrium for dinner and bowling.



CHRISTMAS AND GIFT SETS YEAR AFTER YEAR

For many people of the Christian faith, the Advent and Christmas season is the best time of the year. It is also the most important time for many industries. Our industry also brings many beautiful promotionally effective products under the Christmas tree.

ast Christmas may not have been very long ago, but one thing is certainly true for the advertising industry, especially for representational advertising: After Christmas is before Christmas. Besides Easter, the festive commemoration of the birth of Jesus is among the most important occasions for the reciprocal offering of gifts of all kinds. In order to adequately plan business with promotionally effective presents, it is important to obtain a timely overview of the products suitable for the festive occasion. The various haptic promotional highlights, including newly invented classics such as stockings as well as many clever innovations, pay homage to the seemingly indelible desire of a moderate Christian and increasingly secular society to give gifts. If Christmas did not exist, it would have to be invented for this industry and its promotionally effective products alone. In the June issue, we have taken these considerations into account and will be presenting new haptic promotional highlights on "Christmas and gift sets" which will certainly be long remembered by every customer and business partner.



CHRISTMAS GOURMET FOOD

G lobal Innovations offers high-quality and exclusive traditional German fruit cakes made according to the traditional recipes of expert bakers. These traditional fruit cakes are truly special treats for the holidays and are the ideal gift for anyone you want to spoil or for anyone who wants to enjoy excellent handmade craftsmanship. The specialists from Longuich also sell promotional fruit cakes, other baked goods and gourmet products for orders of large quantities at lower target prices. These high-quality products include oils, dips and spices as well as dried fruits exclusively from South Tyrol. The specialty products from Global Innovations are the perfect Christmas present for culinary enthusiasts and gourmet food lovers.

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



FINE RED WINE IN WOOD PACKAGING

G iving Europe offers its exclusive luxury wine set "Merlot", attractively packaged in a wooden gift box, suitable for a 0.7-litre wine bottle and useful metal accessories. The composition is predestined for wine lovers and enthusiasts, a luxury gift with a particularly elegant look due to the wooden gift box. According to the recommendation of Giving Europe, a promotional message can be applied via pad printing.

PSI 45737 • Giving Europe GmbH • Tel +49 421 596597-32 nicolakoehler@givingeurope.de • www.givingeurope.de





MAGNA sweets GmbH
Gewerbering 5/6
D - 82272 Moorenweis
Fon +49 (0) 81 46 - 99 66 0
info@magna-sweets.de
www.magna-sweets.de



WITH WARMEST RECOMMENDATIONS

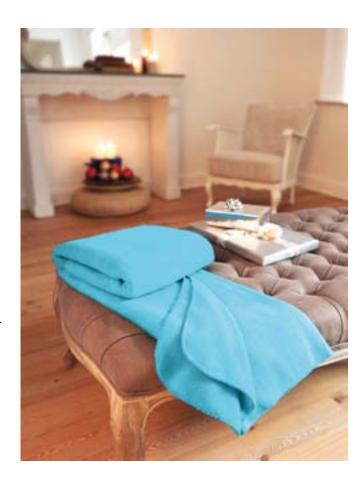
BER textil+design knits Christmas and Saint Nicholas socks in standard designs or entirely according to customer preference. The designs are knitted into the socks directly during the production process. The manufacturer from the Hanover region designs and knits customised socks "Made in Germany" – starting at a mere 50 pairs. Only materials that conform to the Öko-Tex standard are used. The foot warmers are made of 80 per cent finest cotton, 18 per cent durable polyamide and 2 per cent shaping elastane. Apart from business socks, the experts from Lower Saxony also supply socks with fleece sole, full fleece socks and socks with anti-slip nodules, as well as baby and children's socks. In addition to the incorporation of individual knitted patterns, advertising can also be applied on a top label or a sleeve. And a decorative satin bow is just the right finishing touch for this appealing promotional product at Christmas.

PSI 49549 • Aber Textil+Design • Tel +49 5109 5646825 info@aber-textil-design.de • www.aber-textil-design.de

IUST RELAX

The products in the 'Just-relax' world from myrtle beach and James & Nicholson, which are available from Daiber, stand for moments of tranquillity and relaxation. Cuddly soft terry cloth, fast frying microfibre or warm fleece are available in the form of bathrobes, sauna towels or fleece blankets. They will pamper you while at the spa and will turn any bathroom into a wellness oasis. The specialist provides great spa products for beauty salons, spa areas and guest rooms at hotels and wellness centres. In addition to the soft and easy-to-wash products with nice designs, there is also a wide array of colours available for the special products in this series from myrtle beach. Moreover, the comfortable outfits from the James & Nicholson Relax-World series will win you over with their warm colours, comfortable cuts and soft materials. All of Daiber's textile products can be personalised with a custom design thanks to the different embroidery techniques available. All of the new products are featured in catalogue 24 titled 'The Base'.

PSI 42819 • Gustav Daiber GmbH • Tel +49 7432 7016-800 info@daiber.de • www.daiber.de





New QS20 with 3D Surface in velvety Soft Touch. Available now.

Be touched.

PromoFritz 2016 for the QS00



The Promotional Gift Award Winner 2016





GOOD STYLE WITH INDIVIDUALITY

List is just right for anyone who appreciates good style and likes variety and individuality. Apart from the excellent quality and beautiful design of the belt and clasps, there are other reasons that speak in favour of Flybelt. The workmanship of the Flybelt with its plastic clamp makes it easy to get through metal detectors. Thanks to its one-size system with the size marked on the back of the belt, it can easily be shortened to the desired length. The patented system enables every belt to be combined with every clasp in the program. Laser engraving is possible on the clasp or the leather belt, and printing on the package or the clasp.

PSI 48929 • Customer Service International GmbH • Tel +49 6182 898060 info@csi-gmbh.net • www.flybelt.at/flybelt-system

FOR ADVERTISING WHIZZES

ultiflower has an elegant advertising idea in the form of a nut set, which comes with a little red felt bag filled with 100 grams of walnuts and a stainless steel nutcracker. For a minimum order of 250 units, an advertising imprint can be placed on the standard motif of the little hangtag cards. The cards can also be custom designed for the same minimum order. What is more, you also have the option of laser engraving the stainless steel nutcracker for a minimum order of 100 units so that people will be reminded of your company for a long time.

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



CHOCOLATE PUZZLES

E specially in the pre-Christmas season, Kaiserstuhl Chocolaterie displays a special presence with customers and business partners. The new chocolate advent calendars with four different varieties of the finest chocolate provide for enjoyable moments. The 24 bars of finest chocolate numbered from 1 to 24 stamped right into the chocolate, packed individually in transparent film and placed in a maxi-can are only one example of the unequalled chocolate advent calendars that stand out from the usual classics. Standard Christmas motifs are also available for the 24 little chocolate bars. And the white lid offers an extraordinarily large advertising space that customers can have designed as desired. In addition, the little chocolate bars can also be designed individually.

PSI 48639 • Kaiserstuhl Chocolaterie GmbH & Co KG • Tel +49 7642 900090 info@kaiserstuhl-chocolaterie.de • www.kaiserstuhl-chocolaterie.de



CULINARY HIGHLIGHTS

he company Spranz from Koblenz has a special selection of products for culinary enthusiasts available, including its Vinomaxx sets of SaborDeLuxe vinegar and oil, Cuisina-Mediterrana and Viagem&PicNic. The SaborDeLuxe vinegar and oil set contains the finest ingredients, like cold-pressed olive oil and carefully produced wine vinegar. This set comes with practical vinegar and oil glass dispensers which are easy to use and have an airtight lid. The Vinomaxx set Cuisina-Mediterrana features the finest cold-pressed olive oil and sea salt that has a guarantee of origin. The salt's fleur de sel is collected from the water's surface with wooden instruments and provides the body with several essential minerals. Last but not least, the Viagem&PicNic set will win you over with its refreshing 'vinho verde' wine, cold-pressed olive oil, a gourmet knife, wine bottle opener, cutlery and a Bluetooth loudspeaker, which will help set a relaxing mood while you are out and about. All of these products come in their original packaging and are neatly displayed on straw inside a box.

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

Geschenkideen mit emotionalem Mehrwert

Gefertigt in Werkstätten für Menschen mit Behinderung

Individualisierbar

Eigenprodukte

Made in Germany









A CUDDLY PROTECTOR

S igikid has just what you need if you are looking for a soft cuddly gift that can feature a special advertising message: The little guardian angels from sigikid will stand by their owners through thick and thin. The comforting toys with a size of 22 centimetres will surely dry up all the tears and put a smile on the face of its new owner, marking the beginning of a long friendship. There are different options available for placing a logo or personalised slogan on the sigikid products. Depending on the quantity ordered, they can be personalised by sewing a label onto the product or by placing a message on a hangtag or a scarf.

PSI 48911 • Sigikid, H. Scharrer & Koch GmbH & Co KG
Tel +49 9201 70116
kuschelige-werbung@sigikid.de • www.sigikid.com

A REAL JEWEL

hristmas is the time for a contemplative atmosphere. Christmas tree bulbs are conducive to this. No matter whether a low-priced plastic bulb with pad printing or an elegant glass bulb elaborately painted by hand with glittering stones – the many different finishing processes, innumerable colours of chic Christmas bulbs, desk stands, and individual packaging leaves nothing to be desired. And all of that in sizes from 3.5 to 100 centimetres in diameter.

PSI 49297 • Meier UG • Tel +49 991 28089998 m.goebel@meier-vertrieb.de • www.meier-vertrieb.de





ENERGY PACK FOR THE FESTIVE SEASON

red apple has always been part of the traditional plate of Christmas goodies. In the middle of the cold season, this red vitamin source really works wonders. Of course, the apple can also be printed in an entirely customized way, though always with certified food colouring. If anyone wants that little bit extra, they can combine the LogoFruchtApfel with tasty nutty star biscuits. Everything can be custom designed – the apple, the card on the star biscuits, the wooden clothes peg and the gift bag.

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



Die neuen Kunststoff-Tischkalender von Geiger-Notes



Moderne Kalendarier

Insgesamt fünf Kalendarien mit 3 oder 5 Monaten zur Auswahl, von 1sprachig bis 6sprachig. Jedes gültig für zwei Jahre.

ıe	. Янв		
e	Fr Fr Ve Ve Vi Пя	Sa Sa Sa Sa Sá Cy	So Su Di Do Do Bo
5	6	7	8
<u>)</u>	13	14	15
)	20	21	22
,	27	28	29

o Su Di Do Bo	Do Th Je Gi Ju Че	Fr Fr Ve Ve Vi Пя	Sa Sa Sa Sa Sá Cy	So Su Di Do Do Bo
8	5	6	7	8
15	12	13	14	15
22	19	20	21	22
<u> </u>	26	27	28	29

Box 3 International Roll-Up 3 International

Durchdachte Funktion

Box mit von oben eingesteckten Kalenderblättern. Roll-Up mit dezenter Drehmechanik auf der Rückseite.



Vielfältige Farber

Box mit Gehäuse in schwarz oder weiß. Roll-Up zusätzlich mit Akzentleisten und Datumsschieber in fünf attraktiven Farben.





Klein, mit klarer Optik und aus Kunststoff.

Ab sofort bei Geiger-Notes: Die neuen Kunststoff-Tischkalender. Box 3/Box 5 als preisgünstige Variante in schwarz oder weiß, Roll-Up 3 als Hingucker mit farbigen Akzentleisten. Modernes, funktionales Design mit attraktiver Preisgestaltung – und das natürlich "Made in Germany". Beide Kalender haben ein 2-Jahres-Kalendarium; der Werbeaufdruck erfolgt als Siebdruck oder 4C-InkJet. **www.geiger-notes.ag**





PURE RELAXATION

ACMA has various wellness sets on offer. The three-piece wooden massage set with a large massage brush, wa small two-side massage brush with pumice, and a handy massage roller made of wood are packed in a wooden box. The advertising is printed digitally (multicolour) on a label glued to a suitable place on the individual packaging. The same applies to the five-piece bath set in a small acrylic bathtub consisting of bath salts (100 g), a body lotion (100 ml), a shower gel (100 ml), a bath sponge, and a massage aid.

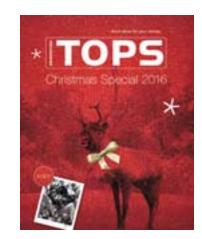
PSI 40909 • MACMA Werbeartikel OHG • Tel +49 911 9818133 verkauf@macma.de • www.macma.de



SALT AND PEPPER

n absent-minded grasp for the salt grinder – and a generous dose of pepper inadvertently lands on the salad instead of salt. With the Black & White salt and pepper mills, available at Peugeot and packed in a high-quality gift box, there is no risk of confusion. Because thanks to their distinctive colour, the 18-centimetre tall grinders with the patented U'Select system in attractive high-gloss look not only help to avoid culinary mishaps, they also make real eye-catchers on every set table. With the U'Select system the user also has the possibility to set the grinding level by choosing from six predefined settings ranging from very fine to extra coarse using the U'Select grinding technology.

PSI 48500 • PSP Deutschland GmbH • Tel +49 2556 90211-15 krottmann@psp-peugeot.com • www.psp-peugeot.com







FASHIONABLE COMEBACK

The Twilly from Topkapi Tessuti is celebrating its comeback: an accessory that really grabs attention, whether it is as an ornament on the wrist, attached to a handbag or in use as a fashionable hair band. The depicted Twilly is made of 100 per cent silk, doubled over like a tube scarf, with different designs on both sides. Refinement via digital printing is possible for orders of 30 pieces or more. Customers can choose a design from the Topkapi collection or, alternatively, design the product freely in a new desired layout. The fashion accessory is, of course, "Made in Italy", as customers have come to expect.

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

FOR EXCELLENT CHRISTMAS TRADE

he new Christmas Special Catalogue 2016 whisks Inspirion customers away into a world of glitter and glamour. Even the elk with ribbons on the cover ensures a splendid Christmas spirit. The inner part is also promising and shows radiant people distributing presents. On 124 pages, Inspirion and Topico present roughly 450 promotional and Christmas products. The new Christmas catalogue in a handy format of 21 x 26 cm promises great business in the second half of the year. The Christmas Special is available in multiple languages as of August. As always, customers have the opportunity to order a tailored sales tool.

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







COLOURFUL EYECATCHER

It gets harder when it has to be an advertising tool, talking about your company. It must be useful and attractive to the eye, something which should always be within easy reach, an essential tool for everyday work. That's what Giuseppe Di Natale S.p.A. offers with the company's vast selection of notebooks, diaries and small pocket accessories, which can really make the difference! 100 per cent made in Italy, made out of eco-friendly high quality materials that can be customized in every part to give a brand the best visibility.

PSI 41734 • Giuseppe di Natale S.p.A. • Tel +39 018 2380001 dn@dn-dinatale.it • www.dn-dinatale.it

PROMOTIONAL TEXTILE JEWELLERY

eminine and business-like are the promotional textiles from TailorTies in the Netherlands. Comfortable and pleasant to wear, these scarves are made in Italy from a high-quality rayon-polyester combination. There is a wide variety of scarves to be worn, whether as a kerchief or a traditional shawl. There is also a large number of new colours to choose from in the new spring and summer collection. In addition, these scarves can be customized – into a long-lasting, attention-getting and very fashionable promotional accessory that lingers in the memory for a long time.

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





RELAXED MOMENTS OF WELL-BEING

he bath day wellness set from Kundenpflege Wellness & Care provides for extraordinary fun, both when given as well as when taking a bath. It contains 100 millilitres each of shower gel, body lotion, and shampoo, as well as 50 grammes of bubble bath scented with vanilla and toffee. Even the package of the bath supplements in a pretty ceramic bowl makes the gift a creative offering. Additional original gift sets, fleece blankets and giveaways are available on the Internet at www.kunden-pflege.de.

PSI 46887 • Kundenpflege Wellness & Care GmbH & Co. KG • Tel +49 6541 812950 info@kunden-pflege.de • www.kunden-pflege.de

Glanzstücke shoppen!





SHOP 🛱 THE TOPS

Shoppen Sie auf www.promotiontops.de!

Highlights zum Jahresende jetzt
im Christmas Special 2016 – ab August verfügbar!

Verlieren Sie keine Zeit, bestellen Sie jetzt. · Tel.: +49 421-5227-0 · Fax: +49 421-5227-403





CHRISTMASSY GIFT SETS

S tart thinking about Christmas now and discover advertising media at Eurostyle. Whether it is a set composed of a purse, key ring and ballpoint pen or a business card case, credit card holder and key wallet – packaged in a gift box and finished with personalized advertising, every set becomes unique. The same is true of the gift set comprising an A5 notebook and ballpoint pen as well as the 6-piece desk set. Eurostyle is happy to customize the products with the desired logo and can naturally also design the items with your organization's corporate design.

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

CHRISTMAS BAKERY TREATS

The period before Christmas is a time of excited anticipation, shrouded with the scent of freshly baked cookies. It is a time when children turn into diligent Christmas elves who enjoy helping with rolling out the dough and cutting out the biscuits. To spice up the pre-Christmas season even more, elasto now offers the cookie cutter set "Sweet". It consists of three different shaped Christmas cutters: heart, star and moon, all made of food-safe plastic and easy to clean. Due to the flattened edge on the upper side of the cookie cutters, the preparation work is guaranteed to be simple and enjoyable. Packaged in a round plastic box, which is well-suited to customised refinement in screen or pad printing, the little cutters make an ideal promotional product for the loveliest time of the year.

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





HOMEMADE XMAS TREE DECORATIONS

ake your own Christmas tree bulbs? Thanks to the company called The Gift, this is no problem whatever and what is more, they are a real eye-catcher. The set for making your own bulbs consists of six different elements that can be put together to make six unique Christmas tree bulbs. The bulbs in silver and gold can be hung with the included ribbon. Finally, the whole thing can be decorated with the sparkling glue that is also included.

PSI 48207 • The Gift Groothandel B. V. • Tel +31 226 381010 info@thegift.nl • www.thegift.nl



GIVING OTHERS JOY

t is very fashionable to give homemade goodies as a present for loved ones or as a small gift for your host. The creative team at DK Verlag has therefore come up with a very special present: a combination of all kinds of different ideas of things to make yourself, from gourmet menus to table decorations, presented in a high-quality format. But there are even more homemade tips that can be put into book form: the DK team offers appropriate ideas on a wide range of themes.

PSI 48489 • Dorling Kindersley Verlag GmbH • Tel +49 89 442326220 b2b@dk-germany.de • www.dorlingkindersley.de



CRAZY IDEA

he "crazy" coasters from Markenreich are made of Bergisch slate and laser-printed. Each disk is unique thanks to its individual grain and break lines, and comes packed in a red gift box. Not every day is the same and this was reason enough for the manufacturer to make every crazier slates which can be turned to suit the mood: crazy, in love, dreamy, lost. The idea behind them is to accept "crazy" and thus allow for individuality. In accordance with the fact that throughout history, pioneering changes were created in all areas of life by people who at first were considered "crazy" and later celebrated as geniuses and heroes.

PSI 48670 • Markenreich GmbH • Tel +49 2175 15797-0 info@markenreich.de • www.markenreich.de



E-Mail: verkauf@chocolissimo.de www.chocolissimo.de



TOOLS INSTEAD OF CHOCOLATE

n Advent calendar with professional tools instead of chocolate:
The Advent calendar from Wiha contains 23 boxes which are filled with high-quality tools instead of chocolate. The 24th box is located on the back of the calendar and has a special Christmas gift inside: a practical tool bag where all of the tools can be kept clearly arranged. When the boxes are taken out of the calendar, the next day's box automatically slips down. This Advent calendar is an ideal gift for professional handymen and ambitious DIY enthusiasts. More information about the various customizing options is available upon request.

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

FASHIONABLE AND PRACTICAL

ashionable and yet extremely practical is how the set on offer to the industry from Alta Seta comes across, comprising a breast pocket handkerchief of pure, high-quality silk and a small notebook with 22 sheets of paper in the form of a breast pocket handkerchief with lace. Each colour-coordinated handkerchief comes in four different fashionable patterns and impresses with its versatile combination possibilities. The customer can choose from a total of ten colour variants. This promotional classic available in orders of ten or more ex warehouse from the Lower Saxony–based company can be provided with a logo on orders of 30 or more. Moreover, the package can be individualized for an additional charge.

PSI 45461 • Alta Seta GmbH & Co. KG • Tel +49 5031 7036-27 design@alta-seta.de • www.alta-seta.de





SPECIAL KEY MOMENTS

n its repertoire, A & J has epoxy key rings in manifold shapes. The design can be made entirely to the customer's wishes. The two joined convex labels provide space for logos, artistic designs and all kinds of different information on both sides of the key ring, such as important telephone numbers or medical data. A & J offers appropriate motifs specifically on the theme of Christmas.

PSI 48797 • A&J Agnieszka Polak • Tel +48 32 7520090 reklama@firma-aj.com.pl • www.brelok.pl



FASHION · LIFESTYLE · SPORTS



CHRISTMAS WITH A RETRO LOOK

hanks to Belle Logo, boring Christmas packaging is now a thing of the past: this year Father Christmas is bringing customizable jute bags measuring about 50 x 80 centimetres with a stylish retro look. The six different designs, from Rudolph Reindeer-Express to Merry Christmas and Happy Holidays, are turned into creative unique specimens through the option of adding the recipient's name. The individual message or name can be implemented in four fonts and four different colours of lettering..

PSI 47086 • Belle Logo GmbH • Tel +49 561 45093473 info@logoartikel.de • www.logoartikel.de

MODERN TIMES

ikor, the Polish specialist for promotional clocks, not only has standard, round-shaped wall clocks on offer, but also customized products in the widest variety of shapes and designs. The case of the model 516 wall clock, for instance, is made of robust PVC. This version can be entirely customized, for example, with a special shape. Even the colour or the picture motif on the clock body can be given an individual design on orders of 50 or more. This promotional clock intended to be hung on the wall of a kitchen, office, or home can be supplied in batches of 10 to 40 – depending on size and quantity. According to the manufacturer, delivery can be effected between fourteen and seventeen days after the order is placed.

PSI 49677 • Likor East-West Promotion • Tel +48 61 6521212 office@likor.pl • www.promotional-clocks.eu





SMALL BUT POWERFUL

his individual MINI pocket calendar provides 24 sweet promotional contacts. Small, attractive, smart and filled with Stevia-sweetened Pulmoll sweets (lime-mint, orange, berry mix) or with the popular flavour of cranberry with echinacea – each variant is sugar-free, tooth-friendly and enriched with healthy vitamin C. This little fast seller in its blister format always makes an excellent impression, also with chocolate dragées. As a novelty par excellence, the world's smallest Advent calendar is now also available with the "Give away collection", which means no two little bags are the same.

PSI 42706 • Kalfany Süße Werbung GmbH & Co. KG • Tel +49 7643 8010 info@ksw.24.com • www.ksw24.com



SÜßE WEIHNACHTSPRÄSENTE

MIT DEINEM LOGO

Auf der Suche nach einem innovativen Weihnachtsgeschenk für deine Kunden und Mitarbeiter? Da bist du bei deineTorte.de genau richtig! deineTorte.de bietet dir die Möglichkeit, dein Logo auf exklusive Torten, Cake Pops, Cupcakes und Macarons drucken zu lassen. Dabei hast du die Option der 360 Grad Individualisierung: von der Größe, Form und Geschmack der Torten über die Gestaltung des eigenen Motivs bis hin zur Verpackung mit eigenem Branding. Die bedruckten Produkte sind ideal für viele Anlässe wie z.B. Jubiläen, Geschäftseröffnungen, als Give-away bei Messen oder als individuelles Weihnachtspräsent. deineTorte.de kann auch kurzfristig große Mengen umsetzen. Alle Produkte werden in Köln produziert, sind 10 Tage haltbar und können europaweit zum Wunschtermin versendet werden.



Kontakt Firmensupport Ansprechpartner: Jan Wüffel Email: jan.wueffel@deinetorte.de Tel. 0221-46751647 www.deinetorte.de/firmentorten







PROFESSIONAL CELLPHONE PHOTOS

rüger & Gregoriades lists a four-piece set of add-on lenses for smartphones or tablets. They enable photography as if with a digital reflex camera. Regardless of whether close-up, wide-angle, or fisheye, with this set of universal add-on lenses, users can add three interesting functions from the field of professional photography to their smartphone and tablet camera. All add-on lenses can be attached with a flick of the wrist and fit practically every smartphone and tablet. They come not only with a carry pouch, but also with a protective cover, all nestled in a gift box with a viewing panel. More information on request.

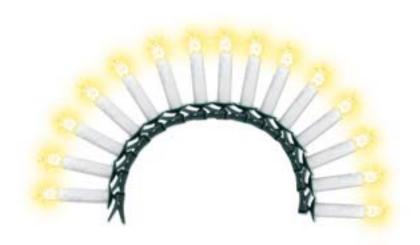
PSI 47203 • Krüger & Gregoriades Im- & Export GmbH • Tel +49 40 731021-80 info@kg-hamburg.de • www.kg-hamburg.de



HEAVENLY SCENT

he gift ideas from Henosa-Plantanas promise epicurean advertising arguments for Christmas. For instance, there is a choice of Christmas tea or various spices, such as mulled wine spices, cinnamon or cloves. Tea and spices not only taste delicious, they are also especially attractive in the wintertime and at Christmas. Also tempting are the Baden-Wuerttemberg-based company's dried fruits and nuts, covered with melt-in-your-mouth chocolate, including hazelnut in cinnamon milk chocolate, snow almonds, and cranberries in bittersweet chocolate. Even the packaging can be adapted to individual wishes, whether as a can, packet, plastic bag with label or header, transparent boxes, test tubes, cardboard cartons or gift boxes. The customer's own Christmas greeting can be designed on orders of 100 or more. Individual offers and free samples on request.

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



CHRISTMASSY LIGHT POWER

traightforward, extra-long lighting time. The Christmaxx ultra-light, wireless chain of lights is ideal for fixing to thin branches or up in the top of the tree where conventional electronic candles with cables are considerably harder to mount. The candles are held in place with the attached clips and conveniently turned on and off by remote control. With a lighting time of up to 170 hours, Christmaxx will shine all over the Christmas period and beyond – without the batteries having to be changed once.

PSI 41259 • Lehoff Im- und Export GmbH • Tel +49 40 5296070 info@lehoff.de • www.lehoff.de



CONVENIENT BAKING FUN

erafit Bakery is of select heavy quality, has a scratch-proof ceramic non-stick coating, and is resistant to corrosion and sourdough. The baking tin has very good heat conducting properties and is heat-proof up to 250 °C. The cover, made of high-quality plastic, is extremely robust, fits perfectly on the baking tin, and closes it with absolute certainty. Handles make it easy to carry. This set is rounded off by a cake divider with an ergonomic, non-slip handle.

PSI 49621 • Genius GmbH • Tel +49 6431 98880 info@genius-germany.de • www.genius-germany.de

Centsationell.

Unsere günstigen Preise sind die beste Werbung. Für uns und für Sie.





Innovativ, praktisch, nachhaltig.
Und das alles zu einem centsationellen Preis! Unsere Notizwerbemittel sind in vielerlei
Hinsicht beeindruckend anders.
Und dazu besonders nachhaltig:
Wir produzieren die hochwertigen
Give-aways mit FSC®-zertifizierten
Haftnotizen.

Lassen Sie sich überzeugen.

www.karlknauer.de





CHRISTMAS MOTIFS TO HANG ON

B ühring produces felt key fobs such as "Hang On". The item can be offered individually or as a set of several packaged in a polybag, by request. The natural, high-quality, soft, woolly material is available in numerous upbeat as well as subtle colours. Production is carried out on a project basis. To apply advertising material to wool felt, screenprint transfers or embroidery are recommended. The delivery time is about four to six weeks following approval of the sample and logo, depending on the quantity and the availability of the colour.

PSI 40807 • GABRIELE BÜHRING • Tel +49 4154 79540-0 Vertrieb@Buehring-Shop.com • www.buehring-shop.com



POPULAR GIFT SETS

every year Trendfactory expands its wide assortment of gift sets from the Rituals series through new diverse compositions. The recently expanded Ritual families include the popular series Ayurveda, Laughing Buddha, Hammam, Sakura, Dao and Samurai. The latest Rituals gift idea comprises a complete bath and shower set, consisting of shower foam, body peeling, shower oil and body cream. When it comes to the Rituals gift packages, Trendfactory from the Netherlands offers many different varieties, tailored to colour and theme and tailored to suit almost any budget.

PSI 41941 • Trendfactory B.V. • Tel +31 25 2622233 info@trendfactory.eu • www.trendfactory.eu



ADVENT SEASON NEWLY PACKED

highlight in the Jung Christmas product range is the tower advent calendar with five advertising spaces, filled with 24 Ritter Sport Quadrettis that can be taken from all four sides of the tower, which itself can bear printing on the entire surface of all four of its sides. Apart from strong promotional brand-name chocolate and an impressive format, another product benefit comes from the additional possibility of being used as gift packaging: for there is enough space inside the tower to give the target group another present or an "add-on" gadget with a festive message. Whether this be a cup, a pocket calculator, a miniature hot water bottle, or a piggy bank – Jung has ideas that enable every industry and every company to give Christmas a new package and innovative surprise.

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



COMPANY PSI Journal 6/2016 www.psi-network.de





"ADVERTISING IN A NEW DIMENSION"

BOFA-Doublet GmbH, the specialist for flagging, external and internal communication as well as events, is celebrating its 150th anniversary this year. Founded in 1866 as a store for decorative items and wallpaper, the tradition-steeped company has been part of the Doublet group of companies since 2012.



This lovely historic central building is still standing. The company works according to the latest standards, both indoors and outdoors.



The historical photograph shows the building of Bonner Fahnenfabrik which is still used as a restored main building.

e want to devote the following arti-. cle to the remarkable success story of BOFA-Doublet GmbH which began in 1866. Originally a store for decorative items and wallpaper, the company continuously developed into a modern manufacturing company until the former "Bonner Fahnenfabrik" was acquired by the French company Doublet in 2012 and since then gradually restructured. Due to the broader product portfolio, the main focus is now no longer on flags alone. Where visual impressions count, for example at trade shows or events, BOFA supports its customers with service and high-quality printing and advertising media. But let us turn the clock back once again to the beginnings.

THE FIRST DECADES

In 1862 the company founder Josef Meyer from Koblenz moved a few kilometres down the Rhine to Bonn where he opened a store for decorative items and wallpaper in 1866. With the imperial proclamation and establishment of the German Empire in 1871, the black-white-red Reich flag was





Jean-Bernard Doublet has managed the company since 2012.

introduced. This brought a higher turnover for the young company and an expanded business activity. From 1880 a total of fifteen warrants of appointment were acquired, which further enhanced the reputation of the company. The founder Josef Meyer died in 1884. His 22-year-old son Rudolf Meyer took over company management together with his brother Cäsar. In 1906 a second extension was built to house other machines, in particular bleaching runners, dyeing machines, washing drums, centrifuges and the like. Two years later, the company added its own joinery and metalworking shop. After the death of his brother (1909), Dr. Rudolf Meyer became the sole owner of the company. A significant technological advancement followed in 1911 with the beginning of flag printing using the chemical vapour pressure method with hand printing moulds. After the First World War, at the peak of inflation (1923), the company was granted official approval to issue its own factory money, so-called pay cheques. When the currency stabilized in 1924, the company built its own flag cloth weaving mill with 100 looms in Bonn-Beuel. In November 1928, the factory premises had become too small and the main plant was relocated to an extended building at Rheindorferstraße 224. Other modernisation measures in the following year included the introduction of the film printing method.

DEVELOPMENT AFTER 1945

After the interruption due to the Second World War, the main plant was rebuilt in 1946. This year also saw the start of flag production. Things were looking up again. In 1955 an enlarged operation required modern saw-tooth factory buildings for bleaching, dyeing and laundry facilities to relieve other rooms. The early 1960s saw the automation of screen-printing. As Bonner Fahnenfabrik, the company developed a great reputation as a manufacturing specialist in the following decades. 1998 saw a next remarkable step: the automation of screen production with a facility from Lüscher, a manufacturer of precision machinery. Ex-

posure of the screens using special machines from CST GmbH since 2006 refined the production even further. Prior to this (2002), however, digital printing was added to the production to complement screen printing. The next big turning point took place in November 2011 when Bonner Fahnenfabrik became insolvent. In April 2012, however, the tradition-steeped company was taken over by Doublet. Since then the company has been called BOFA – Doublet GmbH and is headed by Jean-Bernard Doublet.

NEW IMPETUS WITH DOUBLET

After having been restricted to banners and flags and, in recent years, to slightly modified products such as beach flags, tablecloths, interior deco banners and roll-ups, the product range of the former company Bonner Fahnenfabrik changed rapidly once it became a member of the Doublet group of companies. Headquartered in Avelin, France, Doublet not only has a large digital printing section, but also has its own metal and aluminium processing facility.

COMPANY PSI Journal 6/2016 www.psi-network.de

The ten former products quickly became several hundred products. And the product portfolio has been growing steadily ever since. Many other things have evolved since 2012. The distribution was restructured and a separate team now takes care of agencies and key accounts. A marketing department was formed to takes care of the production of catalogues, newsletters, product samples and other important literature to promote sales. Following the takeover, the corporate identity has been radically revised. Most importantly, however, everyone should continue to recognize BOFA as BOFA.

EXTENDED SERVICES

In July 2015, the company expanded its printing capacity in digital printing through the purchase of an HP Latex printer. A lot has also happened in the service area. The newly founded assembly team is not only responsible for the assembly and repair of flagpoles, it also assembles banners, trade show stands and large-size labels – from the ground or by using lifting equipment. The staff working here must be entirely free from giddiness.

EVERYTHING FROM A SINGLE SOURCE

The customer base of BOFA includes both well-known brands as well as small companies and resellers from the promotional product sector. Everything a customer needs to present his brand comes from a single source. Whether it be flags, beach flags, large-format banners or outdoor signs, trade show backdrop panels, roll-ups, beanbags or cushions for indoors, the right product is always available - and if not, it is simply designed. "Our focus has long since been on the entire project of the customer and not only on the individual product. From the idea to the planning and production right through to assembly, the customer is supported by an expert at every stage of his project," says Jean-Bernard Doublet.

COMPREHENSIVE PRODUCT PORTFOLIO

To complete the portfolio, the BOFA Equipment division was founded in addition to the products of the "BOFA Basics" range.



The BOFA laundry: then and now.



Manual work is still a top priority at BOFA: A look into the sewing room.



This division offers material for outdoor and indoor use (tables, chairs, lecterns, site fences, bicycle stands, etc.). As a range already established in France, it now also complements the product range in Germany. 2015 saw the launch of its own shop at www.bofaequipment.de. The complementary product sections BOFA Basics, BOFA Equipment, BOFA Concepts and BOFA Service today form the BOFA brand and offer customers a professional all-in-one package. "It is important for us to live by principles in our everyday life, both in a private as well as in a professional environment", says Jean-Bernard Doublet and adds: "Our corporate values of trust, transparency, information and openness are based on this conviction."

BOFA-DOUBLET GMBH

Römerstraße 303 – 305 D-53117 Bonn Tel. +49 228 6834-0 Fax +49 228 670-016 info@bofa.de www.bofa.de

NEU-NEU-NEU



Das Sonderheft All about Sourcing "Indirekter Einkauf" bietet Ihnen:

- schnelle Hilfe bei der Lieferantensuche
- über 50 Seiten mit Anbietern aus den Bereichen Einkaufs-/Einkaufsnahe Dienstleistungen, Warenversorgung, Einkaufsnahe Logistik, Full Service/ Consulting, Personalwesen und systematische Zuordnung in fast 40 Unterkategorien
- News rund um den Indirekten Einkauf
- Trend-Reports und Marktanalysen

Bestellen Sie jetzt unter:

Network Press Germany GmbH Aboservice Sonderheft Friedberger Str. 154 86163 Augsburg

eMail: sonderheft@allaboutsourcing.de Internet: www.allaboutsourcing.de

Bestellcoupon per Fax an 0821/26289129

Ja, ich will die nächste Ausgabe des Sonderheftes All about Sourcing Indirekter Einkauf kostenlos kennenlernen. Hören Sie innerhalb von zwei Wochen nach Erhalt des Heftes nichts von mir, erhalte ich 2-mal im Jahr das Sonderheft All about Sourcing Indirekter Einkauf zum Heftpreis von 14,80 € frei Haus. (Ausland zzgl. Versandkosten). Ich kann das Jahresabonnement jederzeit stoppen, spätestens jedoch 6 Wochen zum Ende des Bezugsjahres, ansonsten verlängert sich das Abonnement um ein weiteres Jahr.

Vorname, Name	Funktion	
Firma	Abteilung	_
Straße	PLZ/Ort	
Tel/Fax	E-Mail	
Datum, Unterschrift		

COMPANY PSI Journal 6/2016 www.psi-network.de



TROTEC

RECORD SALES IN LASER TECHNOLOGY

Trotec continues to grow. The Austrian manufacturer of laser equipment for cutting, engraving, marking and engraving materials generated a turnover of over 100 million euros in 2015 for the first time. The increase marks a new record in the company's balance sheet.

he record turnover resulted from a growth of 42 per cent over the previous year, on the one hand in the core segments, and on the other, through the development of new product lines as well as the acquisition of a manufacturing company in USA. According to the company with headquarters in Wels, Upper Austria, two thirds of the increase in turnover was generated from organic growth.

SYSTEMATIC STRATEGY IMPLEMENTATION

"As a laser system manufacturer in the hightech sector, we broke through the barrier of 100 million euros turnover in 2015. We already set ourselves this goal as a vision in 2008. The ongoing expansion of our technological leadership and the systematic fo-



Managing director Dr. Andreas Penz

cus on customers are our success factors. I am proud that we have achieved our defined goal through systematic strategy implementation," explains managing director Dr. Andreas Penz. Business in core markets such as Germany and the USA developed particularly strongly in 2015. "The outlook in these export markets in the future is also very positive. In the medium term, particularly large growth is expected in the Asian market," says Penz.

CONTINUED GROWTH

Trotec employs more than 450 people and has production sites in Austria, Germany and the USA. The plant in China is currently under construction. The laser manufacturer is characterized by global direct sales in key markets and by training field staff at the in-house academy. Trotec is internationally positioned with 16 sales subsidiaries. According to the company, the growth trend has remained constant with an average growth of 24 per cent over the past 15 years. "Our entry into new product areas such as the in-house production of engraving materials through the acquisition of 'Innovative Laminations Company' in 2015 and the formation of the new division 'Large-format plotters' ensure the continuation of this development," emphasises Dr. Andreas Penz. Trotec has already set itself a new goal: "The company will continue to pursue a course of growth as the first point of contact for laser customers worldwide." www.troteclaser.com <



Find new Clients on polish market!





September 7-8th, 2016 Warsaw, POLAND



CLEANSMANN

IMAGE CAMPAIGN WITH FLAIR

The UEFA EURO 2016 is already looming throughout Europe. Such sporting events are always highlights for the advertising and sports business industry. The promotional products industry is ready for the top-level sport event with numerous promotionally effective products. Illustrated by the example of the "CLEANSMANN" project by graf. Kommunikation for the 2006 FIFA World Cup, we show how intelligently and creatively promotional product agencies play a part in higher-level concepts. A case study that may inspire you.

he anticipation of the UEFA EURO 2016 prompts many memories of the 2006 FIFA World Cup in Germany: millions of enthusiastic fans were there, the streets became party miles, the stadiums became arenas of great emotion. Events of this magnitude involve immense challenges for the organizers. Anyone who has ever been near a World Cup stadium knows that especially the removal of huge mountains of waste places huge demands on the waste disposal contractor. Dortmund, where six World Cup matches were played,

made a virtue of necessity by developing an image campaign on the subject of waste disposal.

ADDRESSING THE ENVIRONMENTAL ASPECT

In the FIFA specification document which defines the requirements for stadiums, environmental protection was defined as one of the ten criteria for the selection of the World Cup stadiums. These included environmental goals and management, energy, transport and waste management. Dortmund was the first city to address the

green argument in its World Cup planning. EDG Entsorgung Dortmund GmbH used the issue to foster greater public awareness of the company during the World Cup. The communication objective was to position the World Cup host Dortmund as a clean, attractive city: The CLEANS-MANN campaign emerged. The pun refers to the former German national coach Jürgen Klinsmann and EDG which cleaned the host city after the matches. Among the measures of the CLEANSMANN campaign were the unified dress code of EDG

employees, the uniform labelling of rubbish bins and sorting stations, and the design of vehicles, billboards and city lights. The target groups were the public, multipliers, politicians and the media. So much for the background.

SHIRTS AND POLOS FOR WASTE DISPOSAL STAFF

This is where the agency graf. Kommunikation came into play. "As part of the work clothes of the EDG employees, we developed special shirts and polos that looked like a real team jersey. This was an interesting task, albeit not quite easy, because we had to observe and implement a lot of



The CLEANSMANN staff were always in the thick of the action in their distinctive jerseys.

details," explains agency director Mikel Graf. The special feature of the jerseys: The typical elements of a professional jersey were incorporated into the design, but at the same time the shirts had to be suitable as safe, durable workwear. It was a nice coincidence that the yellow-green shirts (yellow and green are among the corporate colours of EDG) were instantly associated with the great football nation Brazil.

HIGHLY POSITIVE FEEDBACK, GREAT IMAGE EFFECT

The new development of the shirt is characterized by many distinctive features: "As is customary with sponsors' logos, the EDG

logo is positioned on the front on the chest area. In addition, the shirt features the number 9 of a centre forward on the back, as well as six ones, which together form the service number of EDG. The official FIFA logo was featured on the jersey in accordance with strict regulations. The word mark EDG was placed as a small embroidery on the neck area - just like on real jerseys. The design was crowned with the lettering CLEANSMANN in the place where the player's name normally appears. Each EDG staff member on site was thus a CLEANSMANN who was in the thick of the World Cup action and played an indispensable role," explains Mikel Graf.



GRAF. KOMMUNIKATION,

an agency for promotional products and marketing tools, develops promotional products with a great deal of imagination and creativity which provide additional contours to the growing identity of companies. For over 20 years, the owner Mikel Graf and his team have been working for renowned customers such as Bose, Licher, Erdgas, the Blood Transfusion Service of the German Red Cross and other well-known humanitarian organisations. www.graf-kommunikation.de

Agency chief
Mikel Graf developed T-shirts,
polo shirts, balls
and other promotional products
of the successful
EDG campaign
for the 2006 FIFA
World Cup.



Thanks to the clever combination of their various elements, the shirts attracted attention and aroused positive associations. transporting messages and even providing information - they were perfect advertising mediums. The fact that the shirts were made of a special blend fabric and featured additional safety strips made them identity-promoting working clothes which were ideal for daily use and were often worn. Right from the outset, the cleaning personnel of EDG liked the shirts very much. According to Mikel Graf, in Dortmund today you see garbage collectors who cannot part with their shirts because they still have fond memories of the World Cup: They were treated very friendly in their snazzy shirts and earned a lot of praise for their work. Many citizens and businesses thanked EDG for the efforts of their cleaning personnel.

AN OVERWHELMING SUCCESS

So the CLEANSMANN concept was an overwhelming success: There was a lot of positive feedback from fans, local residents and businesses, as well as an enormous response in regional and national media, including television. Even a press report from Rio de Janeiro praised the idea. We like the campaign a lot because the idea is good and the concept works brilliantly. In addition to the shirts, Graf developed additional promotional products including custom-made black/yellow footballs in carbon look. In addition, EDG created a CD collection of photos and press releases as a thank you for the staff. graf. Kommunikation was involved in the campaign from the beginning and played a decisive role in its success.

PORTRAIT PSI Journal 6/2016 www.psi-network.de





Christian Hauptfleisch and Tullio Coveli (re.)

CHRISTIAN HAUPTFLEISCH

"THERE WAS NO OTHER WAY"

Christian Hauptfleisch is one of those entrepreneurs who are devoted to their profession. And like all those who identify with their job, he is good at it. He considered it a historic opportunity to be able to take over and develop a soundly managed family-run company with Werbepräsente Hauptfleisch, which he did without hesitation. A go-getting, communicative company boss with a clear concept and ambitious targets.

e met Christian Hauptfleisch at the company headquarters in the northeast of Karlsruhe. Professional, authentic, excellent communication skills and competent – an entrepreneur who also embodies his high demands on the industry. "We are a reputable industry and have to demonstrate this to the outside world. Cheap mass-produced, low-quality products, a sloppy appearance – that is counterproductive. It is our job to advise the customer to use products that function and are

suitable even with a small budget," explains Hauptfleisch who is committed to enhancing the image of the industry.

PERMANENT EXPANSION

The company premises and office buildings acquired in 1982 and the high-bay warehouse with extended picking area completed in 2013 are centrally located and yet very conveniently situated just a few minutes from the motorway. Even the former family home had to give way to the high-bay warehouse. The truck entrance

that was newly designed just two years ago is about to be modified in order to facilitate the receipt of goods. Expansion is thus a recurring issue due to the continuous development of the long-established full-service provider.

FULL-SERVICE PROVIDER SINCE THE WORD GO

A brief digression into the company's history takes us back to the founding of the family business as a giftware wholesaler and retail shop in the city of Karlsruhe in

1948. Wolf R. Hauptfleisch joined the company as an authorised signatory in 1973, before taking over the company in 1979. As early as in the seventies, the product range had developed from pure gifts into branded products. At a very early stage, some items were actually embossed, printed and even despatched for promotional purposes. The foundation for the subsequent full service had already been created. The company's far-sightedness at that time was shown by its early membership in the PSI (1969) which the company owes many supplier contacts to. "My father professionalised the company and expanded customer service. He was strongly supported by my mother who also played a big part in the communication with suppliers. My father was a born salesman who truly enjoyed selling. In his first year, he succeeded in doubling the turnover," explains the son who has learned a lot from his father. When recalling the earlier times when his father was still deeply involved in the business, he revealed that he had held him in esteem. "My father put his heart and soul into being a salesman, a natural talent and true entertainer whose customers were enthused by his stories about many products. Building trust and strengthening customer relationships was his great strength," says Christian Hauptfleisch.

ENTHUSIASM FOR THE CAUSE

He was thus a great role model who also influenced his own professional understanding and set standards. Like many children of entrepreneurs, he was to a certain extent at home in the company. He grew up with the products; they have always played a role in his life because they were always there, always in view. You can feel this close relationship, this enthusiasm for the cause, as he explains a new promotional idea for an energy company based on a newly arrived prototype: A notebook and a promotional message in a specially produced packaging which will subsequently be printed. Everything was immediately examined and tried out. The box fitted, everything was in place, he was satisfied - another beautiful project had evolved: Everything from a single source, implemented creatively and professionally. He did not skimp on praising the supplier and his team: "Complex products can only be realised with good partners because if a customer hesitates and a project stalls, then great flexibility is inevitably demanded from the supplier. We also have to react quickly and sometimes, for example, package the product at the weekend with the entire staff. But I can count on an experienced team to show commitment in exceptional circumstances."

HIGH EXPECTATIONS

Whoever has such a passionate relationship with his profession can hardly imagine another. "For me, there was never any other way. I am grateful that I got this chance, and I am glad that I can continue to run the company and take it forward": this reflects his honest and very likeable commitment. He worked purposefully toward his future goal from early on. Commercial training was followed by a business degree with a focus on marketing/communication. Subsequently, he gained experience at an agency which he joined in 2000. When Wolf R. Hauptfleisch withdrew from the business in 2010, Christian Hauptfleisch took over the management which he had previously shared with his father for some time. Meanwhile, he has found his own style and has remained true to the high standard of professionalism and sound corporate governance.

CUSTOMER BENEFITS ARE OF PRIMARY CONCERN

There is a very close and fruitful cooperation with sales manager and authorised signatory Tullio Coveli who joined the company in 1995 and, as a brother-in-law, has belonged to the family for some time. Sabine Coveli is responsible for accounting and bookkeeping and thus follows her mother, Marita Hauptfleisch, who meticulously took care of these tasks for many years. Promotional products are simply a part of life for the entire family. The conversation that had developed with the sales strategist Coveli was interesting: "We get a lot of new customers through recommenda-



tions because we are well known in the region. This of course gives us an advantage in terms of credibility. But we also actively approach potential customers, such as with a promotional idea specially conceived for him, to show what we can do and in order to remain in his memory. In any case, a satisfied customer is important to us, regardless of the size of his company. Our focus is on service to the customer and the benefit of products and promotions for his business." Instead of focussing on certain industries, the company prefers to remain flexible and thus minimise the risk of one-sided dependencies.

MARKET HAS CHANGED

In order to optimally serve customers, Hauptfleisch regularly invests in his company, in infrastructure, employees and marketing. At the site itself, apart from the showroom there is of course a warehouse, rooms for packaging, as well as a finishing department. This ensures that samples can be created and that small and medium-size orders can be easily handled on site, especially as the staff can be deployed very flexibly. The company also delivers consignments throughout Germany with its own transport vehicle. This is full service in the truest sense of the word. "The subject of full service has become more important because the pure gift (usually at the end of the year) has become less imPORTRAIT PSI Journal 6/2016 www.psi-network.de

What gets you in you were forced to take a four-week holiday, where would you go?

Italy – around Lake Garda. This is like a second home.

What do you like spending your money on? On food and wine, as well as on presents.

Do you let yourself get seduced by advertisements? Absolutely, especially if the design is appealing.

When is a promotional product a good promotional product?

When it creates benefits at the right time.

What is the best promotional product you have ever received?

A ballpoint pen from a customer - after that I married her.

What do you find irritating in relation to promotional products?

If they are only considered to be gifts and their high effectiveness and precision are underrated by target groups.



portant," ponders Christian Hauptfleisch. "Instead, there is increasing year-round demand for products for different occasions; many products are used only in the context of advertising campaigns and promotional activities. Warehousing, logistics and shipping are thus needed for the year-round supply of promotional products. Even the individual stores which we create for customers can be seen in this context. "Business today is no longer as simple and straightforward as it used to be. Here is a nice story to underline this: "In the past, customers phoned my father in August true to the motto "It's that time of the year again!" Then the boss came and personally selected the products for his customers and employees. After three hours it was all over and everyone had a lot of fun." This is hardly imaginable from today's perspective.

ADVICE AS A CHALLENGE

Nowadays the showroom is more of a showcase, a source of inspiration and an aid to finding ideas. It is unthinkable that customers shop directly in the showroom, so to say. The open discussion typically marks the beginning of a customer relationship. Christian Hauptfleisch and Tullio Coveli prefer it when the customer is without any preconceived notions and does not insist on his own subjective taste or is fixated on something. For a promotional product is not a consumer product. It need not necessarily find appeal, but rather should fit the task and convey a message. The skill of the consultant on the way to the right product is, inter alia, to familiarise himself with the customer and to motivate him to actively participate. This is the only way he can get the information he needs for choosing the product. "Triggering a customer's desire, offering him a solution and satisfying him is both a task and a challenge for me. A wonderful task that I really enjoy," is how Hauptfleisch sums up his work.

SUPPLIER AND DISTRIBUTOR AS A TEAM

The promotional product specialist is confronted by completely different partners these days. Rarely are they managing directors, but rather marketing people or buyers. Therefore, Hauptfleisch now mainly sees himself as a consultant for customised promotional products. Not only has advice become long and complex, so too has the implementation of projects, not least due to the obvious demands for quality and safety. All the more important is the support through suppliers. Supplier and distributor – for Hauptfleisch this is a functioning team with a proven division of labour. Establishing contact to a customer and binding the customer to a product are the important tasks of the distributor. "The industry must rely on competent distributors to put the value of promotional products in the limelight," he concluded.



The PSI Business Performance Index the benchmarking tool for distributors



How competitive are you? What is your company doing well? What might other companies do better?

Directly comparing yourself with your competitors and getting an overview of the economic climate enables you to prevail in a competitive market. In order to make possible this comparison in the promotional products industry, the PSI in cooperation with the market research company techconsult created the **PSI Business Performance Index** in January 2016.

This competitive analysis tool aids companies in recognising differences in their processes, performance gaps and opportunities for improvement.

The PSI Business Performance Index database is currently being populated with real market data obtained in promotional products industry surveys. The comparison process, which you can use to see how you measure up, will start in early 2017.

How you'll benefit: simply by participating in the survey, you'll already recognise your strengths and weaknesses or aspects of corporate processes that might not have gotten much attention thus far. Consider this survey a sort of "control slip" across all levels of your company and discover your own processes from a brand-new perspective.

More information: www.psi-network.de/businessperformanceindex







NEW ON THE MARKET PSI Journal 6/2016 www.psi-network.de

INNOVATIVE PROMOTIONAL PRODUCTS



FOOTBALL FEVER WITH RAVENSBURGER

hen exterior car mirrors are again covered in black, red and gold, when cheeks are painted in the colours of Germany and when everyone meets for 'public viewing', the football is rolling again. In France, the national teams will be meeting in the finals of the 15th European Football Championship. For the first time, 24 teams will be competing to win the coveted championship trophy. The reigning world champion Germany is of course among the favourites. Fans will be cheering and on tenterhooks. With five Ravensburger games, puzzles and fan ribbons that can be individually created, football fans can enjoy the right championship feeling and national team at home. The European Football Championship fan ribbons are friendship ribbons in black, red and yellow, and can easily be created - whether as a fan accessory or lucky charm for friends and family. The practical weaving board helps to fix the yarn. "The 2016 National Team", a collection of the most popular star players, ensures a thrilling memory match. In addition, Ravensburger offers the "European Championship 2016" puzzle (with 300 and 1,000 parts and the 3D Puzzle Ball "DFB national team", a fan-ball puzzle with the most popular players and their autographs.

PSI 46563 • Ravensburger Spieleverlag GmbH • Tel +49 751 861722 gisela.horn@ravensburger.de • www.ravensburger-werbemittel.de

PRACTICAL, VERSATILE, WITH COLOUR EDGING

he popular combination sets Paris and Brussels from Geiger-Notes are now available in a colour version with coloured edges. The Brussels Colour and Paris Colour combination sets score with coloured edges of the sticky note blocks. Both combination sets are available in custom printed book cover binding in two versions: the Colour Classic version with white sticky notes and colour edging in yellow, green, orange, electric blue, red and black, and the Colour Individual version with custom printed sticky notes and colour edging in the desired colour.

PSI 41615 • Geiger-Notes AG • Tel +49 6134 1880 info@geiger-notes.ag • www.geiger-notes.ag



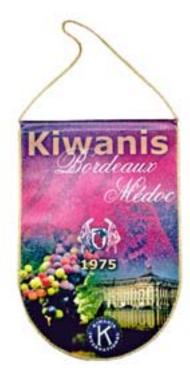
DASHING PURPOSE TOOL

e all know the feeling: Especially in the kitchen, the ideal utensil is always missing. Under the successful brand Finny, the company Kretzer Scheren Solingen produces elegant multi-functional kitchen scissors. The combination of flower, poultry, wire and kitchen scissors as well as a screw cap opener make the scissors a real all-purpose kitchen tool. Entirely made in Germany quality. The proven Kretzer-Finny scissors boast an optimum combination of ergonomics and functionality, embedded in an exciting, unusual design.

The scissors fits into any standard knife block and make a wonderful promotional product.

PSI 49555 • Kretzer Scheren GmbH • Tel +49 212 26235-0 info@kretzer.de • www.kretzer.de





-Advert-

FOOD SHAPING PRODUKTE FÜR SOMMER UND WINTER



On-Packs Werbegeschenke Weihnachtspräsente



Cookie Stempel









BBQ Stempel Kaffeeschablonen

Weitere Produkte und Konfigurator unter www.cookiecutter.de

www.my-cookiecutter.com

inrich-Hertz-Str. 28 78052 Villingen-Schwenningen Tel.: +49 (0) 7721 6809150 Fax: +49 (0) 7721 6809159

PSI 49013 • Promo Impact Media SRL • Tel +40 251 446067 mconceptcraiova@gmail.com • www.media-concept.ro

that do not wrinkle when wet and are UV-resistant.

The pennants have different edgings: fringe or cord.

SHOW CUSTOMISED FLAG

E ach year, Mediaconcept in Romania exports more than 200,000 pennants throughout Europe. The special feature

of the pennants: They can be optionally printed on one or both

processes, Mediaconcept can produce waterproof pennants

Mediaconcept is certified according to ISO 9001 and ISO 2001.

sides in full colour. The sizes are variable, ranging from 18 x 27 centimetres. Thanks to different materials and printing NEW ON THE MARKET PSI Journal 6/2016 www.psi-network.de



THE PERFECT THIRST QUENCHER

P acked in custom printed packages, the company AS offers a variety of summer teas. The fine fruity taste of tea provides vigour and vitality and is the ideal thirst quencher in summer. Whether on the terrace, after sport or a nice walk – refreshing tea always tastes good. Different types of tea are available in single flavour-sealed tea bags. Of course there are also organic quality varieties. The package is printed according to customer requirements; in addition to the glossy version, an eco carton is also available. More information and samples are available on request.

PSI $42676 \bullet$ AS Advertising Support Werbeträger Vertriebs GmbH \bullet Tel +4941049198356 info@as-advertising.de \bullet www.as-advertising.de

INDISPENSABLE ALL-ROUNDER

he "Dry ALL-IN ONE" hole marker for drawing, marking, labelling and highlighting almost all surfaces. Hauser is now offering this indispensable "tool" for all tradesmen. Complementing this tool is a grip-friendly ABS receptacle, with retaining clip and integrated sharpener, that is safeguarded against falling out. The "Dry ALL-IN ONE" hole marker is refillable with a 2.8 millimetre graphite lead (2B) with automatic refill.

PSI 47570 • HAUSER GmbH • Tel +49 911 95649611 info@hauser-writing.com • www.hauser-writing.com





CLASSIC MEETS CREATIVITY

ho does not know the little round chocolate buttons in a variety of colours? The classic among sweet treats suits every occasion! The special characteristic of the colourful My M&Ms: They feature individual logos, images and advertising messages. The ten gramme My M&Ms bag in a 100 x 44 mm format can be filled with up to 3 different coloured buttons.

PSI 42706 • Kalfany Süße Werbung GmbH & Co. KG • Tel +49 7643 8010 info@ksw24.com • www.ksw24.com



ADVERTISING WITH A PLAN

r in tune with the times. Although the world is becoming increasingly more digital, a trend towards the culture of writing is obvious. A modern diary, with clear typography for planning and space for notes, is a perfect complement to the smartphone. Through creative finishing techniques and cover materials, the diaries become an expression of your own personal style. Lediberg offers lots of models, formats and colour combinations for the perfect advertising message. Excellent blind embossing can be achieved with Tuscon cover material. Further options are colour foil embossing, gel doming, 3D silicone print, individual banderoles matching the content of the advertising pages or the occasion. When it comes to the implementation, Lediberg can solve problems and provide ideas.

PSI 42438 • Lediberg GmbH • Tel +49 5261 606-0 • info@lediberg.de • www.lediberg.de



"GREEN" STAMPING

eri-Rigoni is now offering products of its Printer series in a CO₂-neutral version. They have been certified by denkstatt GmbH in accordance with ISO 14044. In addition, the Printer products boast an excellent quality, an XXL advertising space and a modern design. Apart from the standard series, the Printer series is also available as a recycled version called Green Line, also CO₂-neutral. The significantly reduced but unavoidable CO₂ emissions are offset by investing in climate protection projects (Gold Standard Projects), based on the "cradle to gate" system limit. The stamp cases are supplied with individual name and address stamps, consistent dosing stamps for medical practices and with the trademarked incognito stamp with which important and sensitive information in documents, letters and other correspondence can be stamped over to become completely unrecognizable. This saves resources, benefits sustainable environmental protection and is extremely economical.

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

KLEINANZEIGEN / CLASSIFIEDS PSI Journal 06/2016 www.psi-network.de

BRIEF MESSAGE, LOW PRICES, BIG IMPACT+++THE PSI CLASSIFIEDS MARKET+++NOW NEW EVERY MONTH+++EXCLUSIVE IN THE PSI JOURNAL+++BOOK NOW FOR THE NEXT ISSUE+++ TEL.:+49(0)211-90191-114/-150+++FAX:+49(0)211-90191-180+++MAIL:PUBLISHING@PSI-NETWORK.DE

TEXTILIEN / TEXTILES



PSI No. 45461

www.alta-seta.de



PSI No. 44367

www.newwave-germany.de



PSI No. 49354

www.fiftyfive.eu

Additional suppliers can be found in the reference work PSI Supplier Finder 1/2016 or online in our PSI Product Finder

www.psiproductfinder.de

WEIHNACHTSARTIKEL / PROMOTIONAL PRODUCT FOR CHRISTMAS



PSI No. 46235

www.herka-frottier.at

BAUMWOLLTASCHEN / COTTON BAGS



PSI No. 42320

www.fischer-import.de

BUTTONS / BADGES



PSI No. 47411 www.badge4u.eu

SCHREIBGERÄTE / WRITING UTENSILS



PSI No. 42809

www.pcollection.de



PSI No. 47160

www.hauff-gmbh.de

Additional suppliers can be found in the reference work
PSI Supplier Finder 1/2016 or online in our
PSI Product Finder

www.psiproductfinder.de

SCHLÜSSELANHÄNGER UND CHIPHALTER / KEY FOBS AND TROLLEY COINS



PSI No. 49467

www.keymortizer.de



PSI No. 46925

www.pinsundmehr.de

Additional suppliers can be found in the reference work
PSI Supplier Finder 1/2016 or online in our
PSI Product Finder

www.psiproductfinder.de

BÜROBEDARF / OFFICE SUPPLIES



PSI No. 43385

www.veloflex.de



PSI No. 45727

www.plastolan.de

Additional suppliers can be found in the reference work
PSI Supplier Finder 1/2016 or online in our
PSI Product Finder

www.psiproductfinder.de

KLEINANZEIGEN / CLASSIFIEDS PSI Journal 06/2016 www.psi-network.de

WERBE- UND PROMOTIONMATTEN / ADVERTISING AND PROMOTION MATS



PSI No.43358

www.promotions-mats.eu

KALENDER / CALENDARS



PSI No. 40661

www.arti-group.de

Weitere Lieferanten finden Sie im Nachschlagewerk PSI Supplier Finder 1/2016 oder online in unserem PSI Product Finder www.psiproductfinder.de

SPIELWAREN / TOYS



PSI No. 41169

www.werbespielkarten.de

SONDERANFERTIGUNGEN / CUSTOM MADE ARTICLES



PSI No. 44613

www.issuetissue.com



PSI No. 44294

www.floerke.de

Additional suppliers can be found in the reference work PSI Supplier Finder 1/2016 or online in our PSI Product Finder

www.psiproductfinder.de

TABLET & SMARTPHONE CASES



PSI No. 17222 www.brand.it

Additional suppliers can be found in the reference work
PSI Supplier Finder 1/2016 or online in our
PSI Product Finder

www.psiproductfinder.de

TASCHENMESSER / POCKET KNIFE



PSI No.41275

www.cjherbertz.de

SICHERHEITSMESSER / SAFETY CUTTERS



PSI No. 40111

www.martor.com

MASSBÄNDER / MEASURING TAPES



PSI No. 41118

www.hoechstmass.com

VEREDELUNG & WERBEANBRINGUNG / FINISHING & PROMOTIONAL LABELLING



PSI No. 42087

www.koessinger.de

PSI LOGISTIKPARTNER / PSI LOGISTIC PARTNER



PSI No. 48535

www.ztv-logistik.de

KLEINANZEIGENPREISE / CLASSIFIEDS PRICES

Format	Größe (B x H)	s/w Preis	4c Preis
1/4 Seite	90 X 127 mm	799,-	999,-
1/8 Seite	90 x 61 mm	255,-	319,-
1/16 Seite	90 x 28 mm	199,-	249,-
1/32 Seite	42 X 28 mm	99,-	125,-
Rubrik Stellenangebote / Rubric Job Offers			
1/4 Seite	90 X 127 mm		205,-

Info:
Anhand der PSI Nr. finden Sie alle Produkte des
Lieferanten im PSI Product Finder:
www.psiproductfinder.de

KLEINANZEIGEN / CLASSIFIEDS PSI Journal 06/2016 www.psi-network.de

QUALITÄTS- UND SICHERHEITSDIENSTLEISTUNGEN AUGUALITY AND SECURITY SERVICES



PSI Media Partner

www.intertek.de

PUBLIKATIONEN / PUBLICATIONS



PSI Media Partner

www.allaboutsourcing.de



PSI Media Partner www.dedica.de



PSI Media Partner

www.promz.de



PSI Media Partner

www.psi-network.de/mediadaten.de



PSI Media Partner

www.textile-network.de

Additional suppliers can be found in the reference work
PSI Supplier Finder 1/2016 or online in our
PSI Product Finder

www.psiproductfinder.de

STELLENANGEBOTE / JOB OFFERS



Wir wachsen und suchen Verstärkung!

- **Key Account Manager/in** Schwerpunkt "Sales Promotion"
- Manager/in Operations Schwerpunkt "Webshopbetreuung"

Details unter

www.gemaco-group.de > Stellenangebote







Als einer der führenden Anbieter in Deutschland konzipiert und liefert TRIK Werbeartikel, Print- und Merchandisingprodukte für namhafte Unternehmen und Marken. Vom Standardartikel bis zur ausgefallenen, kampagnenbezogenen Sonderanfertigung stehen Kreativität und Kompetenz bei TRIK im Fokus.

Zum <u>nächstmöglichen</u> Termin suchen wir zur Verstärkung des Teams eine(n)

WERBEARTIKEL BERATER/IN

THRE ALIECADENI

- Kundenberatung und -betreuung
- Erstellung von Präsentationen und Produktvorschlägen
- Produkt- und Lieferanten-Sourcing sowie -bewertung
- Preiskalkulation und Angebotserstellung
- Verhandlung mit Herstellern, Lieferanten und Geschäftspartnern weltweit
- Kosten-, Termin-, Produktions- & Qualitätsüberwachung
- Verschiffung und Verzollung von Fernost-Waren
- Datenbankpflege

ANFORDERUNGEN:

- Branchenkenntnis
- abgeschlossene kaufmännische Berufsausbildung oder Studium
- sehr gute Kenntnisse der MS Office-Anwendungen Excel und Outlook
- gute Planungs- und Organisationsfähigkeit
- · sehr gute Deutsch- und gute Englischkenntnisse
- hohe Einsatz- und Verantwortungsbereitschaft
- selbständige, zuverlässige und systematische Arbeitsweise

Wir bieten Ihnen eine spannende und abwechslungsreiche Herausforderung in einem dynamischen Umfeld mit flachen Hierarchien in einem Unternehmen, das seit über 20 Jahren erfolgreich am Markt agiert.

Bitte senden Sie Ihre Bewerbung mit komplettem Lebenslauf und Zeugnissen unter Angabe Ihres frühestmöglichen Eintrittstermins und Ihrer Gehaltsvorstellung bevorzugt digital an: job@trik.de

TRIK Produktionsmanagement GmbH • Königstraße 2 • 14163 Berlin + 49 30 - 81 456 32-0 • www.trik.de

INSERENTEN-VERZEICHNIS / LIST OF ADVERTISERS

PSI No.	Inserent / Advertiser	Seite / Page	41617	MAGNA sweets GmbH	039
40661	Arti Kalender & Promotion Service GmbH	078	41816	Nestler-matho GmbH & Co. KG	021
41169	ASS, Spielkartenfabrik Altenburg GmbH	078	PSI Partner	Network Press Germany GmbH	063
47411	badge4u	076	44367	New Wave GmbH	023
17222	Brand.it GmbH	079	PSI Partner	OOH Magazine	065
46905	Brauns-Heitmann GmbH & Co. KG	043	40660	PF Concept Deutschland GmbH	025, U2
48316	CHOCOLISSIMO	051	46925	Pins & mehr GmbH & Co. KG	077
49747	Cookie Cutter®	073	42332	prodir S.A.	041
42819	Gustav Daiber GmbH	007, 053	43952	PSI	055,071,
41369	elasto form KG	033			081, U3
42320	Fischer-Import GmbH	076	42880	Signum Siebdruck - Tampondruck GmbH	017
PSI Partner	FKM e.V.	002	45328	Stilolinea Srl	017
41615	Geiger Aktiengesellschaft	045	41308	terminic GmbH	015
620	GEMACO GmbH	081	44970	TRIGON Deutschland GmbH	003, 078
49185	Grätz-Verlag e.K.	017	45741	TR!K Produktionsmanagement GmbH	081
41275	C. Jul. Herbertz GmbH	079	41848	uma Schreibgeräte Ullmann GmbH	027
46235	Herka GmbH	076	44281	VICTORINOX AG	001
42907	Inspirion GmbH	049	47555	Vim Solution GmbH	013
44613	IssueTissue® / IssueTissue bv	078	49622	Wunderle	043
41545	JUNG BONBONFABRIK GmbH & Co KG	U4	48535	ztv - Zustell-, Transport- und	
42706	Kalfany Süße Werbung GmbH & Co. KG	059		Vertriebsgesellschaft mbH & Co. KG	079
43358	KLEEN-TEX INDUSTRIES GMBH	078			
41794	Karl Knauer KG	057		Beilagen / Inserts (* Teilauflage / Part circulation)	
42438	Lediberg GmbH	005	44455	LINOTEX GmbH	*
42020	mbw® Vertriebsges. mbH	047	46596	POLYCLEAN GmbH	*



GENUINELY **"GEFLÄSCHT"** AT THE **PSI 2017**

tagnation is a step backwards. That is why Europe's leading trade show for the promotional products industry continues to develop. Consequently, there will be a new exhibition space at the PSI 2017: "Gefläscht" – the pavilion for new exhibitors in the beverage industry. Whether it be a wine case, customised Prosecco labels or individual epicure sets – the PSI 2017 is just the right place to showcase quality products to more than 16,000 visitors and enhance customer awareness in a new and relevant industry with over 3.48 billion euros in turnover in Germany alone. www.psi-messe.com/pricing_application_289.html



TICKET SHOP FOR PSI 2017 IS GOING ONLINE FROM JUNE

t is a truism, but it is proven true every year anew: After the PSI is before the PSI. The promotional product year is an eventful one – and short. A rise in the number of visitors of 3.7 per cent, an increase in inquiries from abroad and a variety of refreshing promotional ideas are just a few reasons that speak for the PSI. With 16,810 trade visitors (previous year: 16,218), Europe's largest trade show of the promotional products industry impressively underlined its role as a leading international trade show. A



total of 932 exhibitors from 38 nations presented current trends and new products in the promotional products market at the PSI. Whoever wishes to take advantage of this momentum in the coming year and at the PSI 2017 (January 10 to 12) should best order his trade show tickets conveniently in advance at the PSI Online Ticket Shop. This saves time and especially money when

purchasing a ticket. It is therefore important to pencil in the following date: On 6 June 2016, the ticket shop for PSI 2017 is going online. This is where visitors can secure the earlybird price of only 57 euros until 30 September 2016. www.psi-messe.com/ti-ckets.

FRESH **IMPETUS** FOR THE **SALES STRATEGY**

promotional products as success drivers? Yes, says Sabine Wegner, conception copywriter, journalist, long-standing editor of Business Promotion, lecturer inter alia at Zeit für Wissen in Cologne and Medienplantage in Bremen. In her PSI Seminar "Promotional products as success drivers", she provides fresh impe-



tus for sales strategies. The old, traditional categorisation as a "nice to have" does not do justice to the talents of representational advertising media. Their unique haptic feature sets them apart from all other advertising media—their psychological impact is varied and often irresistible. The compact seminar is aimed at those looking for impetus for an update of their sales strategy and corporate philosophy. The knowledge base consists of current findings

from psychology, haptic and brain research, which also underpin the value of promotional products. In addition to the seminar programme: How strategic promotional products meet key objectives of marketing and noticeably increase the impact of all advertising campaigns. Last but not least: the green side of promotional products – sustainability as an argument for the future. The seminar will take place in Cologne on 21 June 2016 from 9 am to 5 pm. More detailed information is available from Sarina Peters at PSI, telephone: +49 211 90191-152.

OVERVIEW OF SEMINAR PROGRAMME

- Update target group analysis / address inter alia the emotional and unknowingly decisive customer; the limbic emotion system; the egomaniacal brain; sensual beats abstract
- Haptic USP of promotional products features and impact dimensions of the sense of touch, the resulting benefits for marketing
- Psychology of the promotional product inter alia the endowment effect, reciprocity mechanism, the Midas touch, haptics as a relationship sense
- The green side of the promotional product
 The three pillars of sustainability (CoC Compliance CSR etc.)
- Areas of application of the promotional product / its role as an enhancer in the modern marketing mix
- Strategic impact
- Creative approaches based on the seminar content for website modules, mailings and ads

Buchen Sie bis jeweils 4 Wochen vor Veranstaltungstermin zum Frühbucherpreis von 298,- EUR anstatt 349,- EUR.





Der Referent Robert Scheidegger

promoFACTS gmbh Wagistrasse 23 8952 Zürich - Schlieren Schweiz



SEMINAR

"DER WERBEARTIKEL IM MARKETING-MIX"

Durch die Vermittlung von Theorie und einem Praxisworkshop kann das Wissen am nächsten Tag umgesetzt werden. Sie steigern die Effizienz und die Effektivität bei Ihrem Kunden.

14.06.2016	Düsseldorf	29.11.2016	Düsseldorf
• 16.06.2016		01.12.2016	Olten (CH)
		jeweils 9.00	- 17.00 Uhr



Der Referent Michael Mätzener

promoFACTS gmbh Wagistrasse 23 8952 Zürich - Schlieren Schweiz



SEMINAR

"DER MEHRWERT DES WERBEARTIKELS"

Durch die Vermittlung von Theorie und Übung in Gruppenarbeiten kann das Wissen am nächsten Tag in die Praxis umgesetzt werden. Sie steigern die Effizienz und die Effektivität bei Ihrem Kunden.

27.09.2016	Düsseldorf	29.09.2016 München
		jeweils 9.00 - 17.00 Uhr



Die Referentin Sabine Wegner

Konzeptionstexterin, Journalistin, u.a. 10 Jahre Chefredakteurin von Promotion Business, Dozentin u.a. bei Zeit für Wissen, Köln, und der Medienplantage, Bremen



SEMINAR

"WERBEARTIKEL ALS ERFOLGSTREIBER – FRISCHE IMPULSE FÜR IHRE VERKAUFSSTRATEGIE"

Dieses Kompaktseminar wendet sich an alle, die Impulse für ein Update Ihrer Verkaufsstrategie und Firmenphilosophie suchen. Die Wissensbasis stellen aktuelle Erkenntnisse aus Psychologie, Haptik- und Hirnforschung.

	21.06.2016		9.00 - 17.00 Uhr
	25.10.2016	Düsseldorf	9.00 - 17.00 Uhr
0			



Der Referent Christian Mathieu

Akkreditierter INtem-Trainer An der Glashett 2 66740 Saarlouis Deutschland

SEMINAR

"VERKAUFSTRAINING – SOFORT MEHR VERKAUFEN"

Sofort und messbar mehr Erfolg – das ist das Motto der eintägigen Trainingsmaßnahme, die Ihre Verkäufer in die Lage versetzen wird, unmittelbar mehr Umsatz machen zu können.

30.05.2016	Düsseldorf	10.06.2016	Düsseldorf
• • • • • • • •		jeweils 10.00	



Der Referent Philipp Brück

Akkreditierter INtem-Trainer Am Derkmannsstück 118 58239 Schwerte Deutschland

SEMINAR

"VERKAUFSTRAINING – SOFORT MEHR VERKAUFEN"

Sofort und messbar mehr Erfolg – das ist das Motto der eintägigen Trainingsmaßnahme, die Ihre Verkäufer in die Lage versetzen wird, unmittelbar mehr Umsatz machen zu können.

: 02.06.2016 Düsseldorf	07.06.2016 Düsseldorf
	jeweils 9.00 - 17.00 Uhr

Ein Angebot vom PSI Institute
Weitere Informationen und Anmeldung unter: psi-network.de/seminare



Neue Mitglieder New Members

Wir freuen uns über folgende neue Mitglieder im PSI Netzwerk / We are looking forward to welcome the following new members to the PSI network

PSI Händler / Distributor

PSI No. 17135	AC Distribution & Marketing GmbH, GERMANY	www.shop24direct.de
PSI No. 17163	A.C.M advertising creative marketing LTD, RUSSIAN FEDERATION	www.acmagency.ru
PSI No. 17178	Al Sham Advertising Gifts Supply L.L.C., UNITED ARAB EMIRATES	www.alsham-adv.com
PSI No. 17199	Alleswerbung.de Inh. Veli Özenc, GERMANY	www.alleswerbung.de
PSI No. 17051	BalticPromo MB, LITHUANIA	www.balticpromo.lt
PSI No. 17047	BaoBaB SL, SPAIN	www.promobaobab.com
PSI No. 17188	Beaumont PPS Ltd., UNITED KINGDOM	www.beaumontpps.com
PSI No. 17187	Brahimia Sarl, ALGERIA	www.brahimia.dz
PSI No. 17162	Breda Print VOF, THE NETHERLANDS	www.bredaprint.nl
PSI No. 17185	Capifin SRL, ITALY	
PSI No. 17144	CATCHY Advertising Inh. Moustafa Mourad, EGYPT	www.catchyeg.com
PSI No. 17146	Claudia's mobiler Stickerservice Inh. Claudia Macher, GERMANY	www.cmmss.de
PSI No. 17204	Creata UK Ltd, UNITED KINGDOM	www.creata.com
PSI No. 17139	Dokuzonbes A.S., TURKEY	www.dokuzonbes.com
PSI No. 17046	DSC Direct - Shopper - China Handel GmbH, GERMANY	
PSI No. 17147	Esser Konzept & Druck Inh. Peter Esser, GERMANY	www.esser-druck.de
PSI No. 17196	Galaxy Design Ltd, ROMANIA	www.galaxyprint.ro
PSI No. 17175	Give it away GmbH, GERMANY	www.give-it-away.com
PSI No. 17136	Hajon Presentreklam, Rrofilkläder & Spa Inh. Hans Johansson, SWEDEN	www.hajon.se
PSI No. 17201	HARMEL e.K. Inh. Thomas Dina, GERMANY	www.harmel.de
PSI No. 17191	Lach GmbH & Co.KG, GERMANY	www.agentur-lach.de
PSI No. 17191	Marinus GmbH + Co. KG Werbemittel, GERMANY	www.marinus.de
PSI No. 17203	Mavabu reclame & promotie b.v., THE NETHERLANDS	www.mavabu.nl
PSI No. 17177	modern ideas, SAUDI ARABIA	www.mavaba.m www.modern4g.com
PSI No. 17177	Motiva Marketing Promocional, SPAIN	www.modern4g.com
PSI No. 17155	mushroom's LTD, TURKEY	www.mushroomsidea.com
PSI No. 17167		www.nusinoonisidea.com www.netzel-werbemittel.de
	Netzel-Werbemittel Inh. Klaus Netzel, GERMANY	
PSI No. 17031	Novadoo AG, SWITZERLAND	www.novadoo.com www.on-market.net
PSI No. 17038	onmarket LTD, ALGERIA	
PSI No. 17166	P+K TEXTIL GmbH, GERMANY	www.pk-textil.de
PSI No. 17149	paperpoint Inh. Anna Ulatowska, GERMANY	www.taschenprint.de
PSI No. 17043	Perfect LTD, RUSSIAN FEDERATION	www.perfect.ru
PSI No. 17142	Preuss Souvenir EK Uwe Preuss, GERMANY	www.souvenirs-preuss.de
PSI No. 17159	Promodeal SARL, LEBANON	www.promodeal.com
PSI No. 17202	Relatiegeschenken.nl B.V., THE NETHERLANDS	www.relatiegeschenken.nl
PSI No. 17045	REPROTEX VOF, THE NETHERLANDS	www.reprotex.nl
PSI No. 17041	Sabine Schliep - Vertrieb von Werbemitteln Inh. Sabine Schliep, GERMANY	www.pens-and-more.jimdo.de
PSI No. 17193	Saxophon GmbH, GERMANY	www.saxophon-verlag.de
PSI No. 17030	Silic Media s.r.o., CZECH REPUBLIC	www.silicmedia.cz
PSI No. 17044	Smart Import AB, SWEDEN	www.smartimport.se
PSI No. 17145	SSIM Verpackungen Inh. Danny Berardinucci, GERMANY	www.ssim-verpackungen.de
PSI No. 17198	Style Brands limited, UNITED KINGDOM	www.stylebrands.co.uk
PSI No. 17148	Tampouridis Eleftherios limited, GREECE	www.tampouridis.gr
PSI No. 17206	Tipack Express SA, SWITZERLAND	www.tipackexpress.ch
PSI No. 17048	Toppreis Werbeartikel Großhandel GmbH, GERMANY	www.toppreis-werbeartikel.de
PSI No. 17033	TPS-Werbeartikel Inh. Michael Thielen, GERMANY	www.tps-werbeartikel.de
PSI No. 17171	Trade and Consult Glasner Inh. Uwe Glasner, GERMANY	
PSI No. 17203	Walter Schulze GmbH, GERMANY	www.schulzeshop.com
PSI No. 17140	Zamanavaran Ltd., ISLAMIC REPUBLIC OF IRAN	www.zamanavaran.ir
PSI No. 17157	ZIPPY Werbemittel GmbH, GERMANY	www.zippy-werbemittel.de

Neue Mitglieder New Members



Wir freuen uns über folgende neue Mitglieder im PSI Netzwerk / We are looking forward to welcome the following new members to the PSI network

PSI Lieferanten / Supplier

PSI No. 49166 Archivo 2000, S. A., SPAIN bizness enabler GmbH, GERMANY

www.archivo2000.es www.biznessenabler.com

PSI No. 49185

Grätz-Verlag e.K. Inh. Klaus Peter Biwer, GERMANY

www.graetz-verlag.de



Grußkarten, Kalender, Geschenktüten, Malbücher und weitere Papeterieartikel mit Eindruck und Logo.

Greeting cards, calendars, gift bags, colouring books and many more paper items with your logo and text.

PSI No. 49159 Hide Stationery Ltd +/a Book Block, UNITED KINGDOM

PSI No. 46546 CarSign Germany GmbH, GERMANY

PSI No. 49158 Colomee® eine Marke der Witkowski & sander

Production House GmbH, GERMANY

PSI No. 49155 FiLEREX Europe GmbH & Co. KG, GERMANY

PSI No. 49161 Newport Collection AB, SWEDEN

PSI No. 49162 Promo-U Technology & Marketing Services GmbH, GERMANY

www.bookblock.com www.carsign.de

www.colomee.com www.filerex.com

www.nweportcollection.se

www.promo-u.de

THE KEYCHAIN ...

he focus should now be on the European Football Championship but the vast number of elections brings me to the subject of politics. Parties are not only vying for the support of the voter with populist slogans and promises. They are also acting as companies with a multitude of marketing specialists. And they like advertising with promotional products. Parties are active promotional product distributors. The departments are not exactly tiny. One of the smaller parties in Austria alone has five employees. The number of products on offer is large, as are the distribution channels. Print catalogues, party conventions, events, e-shops, just to name a few. Similar examples can be found in all EU countries. Whether it be the Labour Party in Britain or the CDU in Germany. They are all professional promo-

tional product distributors. Business worth millions!

The products include all categories. The keychain in the shape of a country, the party flag, custom-made items, even toys are offered. Where are these products sourced? Have the products been sustainably produced? Hardly any answers are given to these questions. It thus seems reasonable to assume that a number of promotional products are imported directly without actually involving the promotional product industry because there is no evidence of any distributors. Klaus Stöttner, a member of the Bavarian State Parliament, gave our industry a piece of advice a long time ago: "The promotional product industry needs to be louder." The parties apparently are. This raises the question: Why do the parties have little

understanding for the industry despite being active promotional product distributors themselves? Why are they politically restrictive toward the industry? Perhaps because they have not yet understood that they themselves are affected. We should hold a mirror up to them.

Best regards,

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



»It seems reasonable to assume that a number of promotional products are imported directly without actually involving the promotional product industry.«





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

Application deadline extended: 1 June 2016

PRFVIFW PSI Journal 6/2016 www.psi-network.de



ADVERTISING ALL-ROUND WELL-BEING

t is no secret that health depends on a balanced relationship between physical exercise and mental relaxation. Even the ancient Romans knew about the interaction of mind and body. And the term ,wellness' designates a holistic health concept. The products we will be introducing in the next issue come from the thematic areas of both terms: a lot of new feel-good advertising ideas for the industry. The second spectrum of topics covered in the July journal are equally appealing and are therefore very effective as promotional products. This involves new products in the segments "toys and plush products."

Please give some consideration to the product theme of the double issue August/September with the thematic groups "plastic, wood, leather" and "paper, packaging, finishing" and send your product presentations (image and text) no later than 24 June 2016 to: Edit Line GmbH, Redaktion PSI Journal, hoechemer@edit-line.de email.



ON THE WAY TO A NOTEBOOK PROFESSIONAL

ow do I become a notebook professional? This question was answered by Geiger-Notes at a practical workshop Till Notes at a practical workshop. The participants of the workshop were able to get an idea of the creation of a notebook with the help of amusing presentations and a production tour. For those who were unable to attend, the PSI Journal has put together some interesting facts.



EXCEPTIONAL PRODUCT INNOVATIONS

he company Schärfer Werben has already built up a good reputation with clever promotional product ideas from the technical field. The company from Freiburg im Breisgau has now added a new product line to its portfolio. "100% Mallorca" presents exquisite culinary specialties of the Balearic island of Mallorca with a customised label. As usual, we will be presenting these and other new products in our "promotional product innovations".

IMPRINT

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

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

Management: Hans-Joachim Erbel, André Weijde

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

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

Editors: Martin Höchemer, Anke Zimmermann, Christian Jacob, Werner Menzel, Christoph Zimmermann,

Duty Editor: Martin Höchemer

Project Manager Publishing: Anja Heidbüchel Advertising Sales Manager: Anja Heidbüchel

KEY ACCOUNTS

Key Account Manager: Armin Cyrus, Tel.: +49 211 90 191-161, armin.cyrus@reedexpo.de

CROSS MEDIA SALES

Sales Manager: Senija Menzel

Tel.: +49 211 90 191-114, senija.menzel@reedexpo.de Karsten Böhme

Tel.: +49 211 90 191-321, karsten.boehme@reedexpo.de

Sales Executive: Thomas Passenheim Tel.: +49 211 90 191-150. thomas.passenheim@reedexpo.de Alexandra Rymanova Tel.: +49 211 90 191-315. alexandra.rymanova@ reedexpo.de

REGIONAL CONTACTS

Belgium and France: Reed Exhibitions ISG Belgium and France

Alexandre Graziani

Tel.: +33 1 79719320, agraziani@reed-export.fr

Italy: Reed Exhibitions ISG Italy s.r.l. Luigi Quadrelli

Tel.: +39 02 43517048, luigi.quadrelli@reedexpo.it

Spain: GPE S.L. Olga Pons

Tel.: + 34 93 4244000, gpe@gpexpo.com

Turkey: Istexpo Ismail Sezen

Tel.: +90 212 275 8283, ismail@istexpo.com

UK: Reed Exhibitions ISG UK Daniel Cordock

Tel.: +44 20 8439 8918, daniel.cordock@reedexpo.co.uk

Design: Edit Line GmbH, Mainz

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

Layout: Stephan Weiß, Stephan Flommersfeld, Kerstin Vogtmann, Carlotta Katzer

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

Translanguage, D-40885 Ratingen

Printing: Kössinger AG D-84069 Schierling

Advertisement price list no. 48 of 1 September 2015 applies.

ISSN number 1436-6193

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

For members of the PSI, the subscription price is included in the membership fee.





10th – 12th January Düsseldorf 2017

The Leading European Trade Show of the Promotional Product Industry





YOUR XMAS-PARTNER!





Tower advent calendar





Mini bar advent calendar Lindt





XS advent calendar





Mini truffle advent calendar



Round advent calendar



Tower advent calendar with mini chocolate balls





System advent calendar



