

# JOURNAL



**Patrick Politze**  
**GWG Summer Meeting**  
Ideas are being implemented

**Product Guide**  
Toys and plush articles  
Wellness and health

**Newsweek 2016**  
Record attendance

**marke[ding] Switzerland**  
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## EDITORIAL

# DIGITALLY INDIVIDUAL

It was during the Renaissance that modern individualism first took root. The uniqueness of the individual came increasingly to the fore, while the medieval coercion to be part of a defensive community began to lose its attraction. The individual really gained momentum when prosperity also began to increase toward the end of the last century. In addition, working hours were reduced, suddenly freeing up new scope for development. The higher level of education also led to more individual self-determination. Everything somehow became more individual: fashion, furnishings, holiday trips, eating and drinking.

Then a new player entered the field: digital dynamics. It fuelled economic and social processes at a speed never before seen. In one generation, we experienced more technical change than in all the thousands of years that went before. Innovation cycles of network-based processes reached a speed never seen before. What made this all so fantastic is that people not only went along with it, but took a hand in shaping it themselves. Or more fittingly: projected onto the world population, there are only a few who expedite these processes. Companies and society benefit and are driven by them. At the latest since it became clear that a company's communication infrastructure will be the basis for future growth.



Manfred Schlösser

Every company in the promotional products industry is now noticing that it has to work on this infrastructure. Pioneers as well as latecomers. In this connection, the pioneers know what they are doing and have yet to do, while the latecomers tend to get stuck in inaction when faced with the influx of much that is unfamiliar. Yet they still have what makes a company a success: a good relationship with customers. However, more and more automated offers from the competition get in the way of this relationship. Good contacts withstand this for a while, but not in the long term.

Customers want to be served in an ever more individualised manner. Even end customers prefer a writing utensil with their personal name. Standing out from the crowd is the motto, and is also becoming a mega-trend in fashion and lifestyle. However, none of this is possible without sophisticated software in CRM systems. How else can you get a grip on the flood of items and name engraving? (on this point, see also pages 8 to 12). The PSI has been working on this topic for years. Its task is to network the various systems of suppliers and distributors with connectors in such a way that they "understand" one another, thus forming an infrastructure with rapid channels for communication with customers. A mega-task, and work on it is ongoing with speed and a great deal of commitment.

With best regards and the courage to embrace new ideas

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

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### THE ORIGINAL.

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### ADVERTISING TO CUDDLE

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Good promotional products appeal through a successful combination of usefulness and design. When this mixture is right, they convey their message in a targeted way, directly and sustainably. The more this is conveyed playfully, the more intense is its effect because people love to play.



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## GWV SUMMER MEETING: IDEAS ARE BEING IMPLEMENTED 6



On 13 June, the Executive Board and members of the GWV met for the Summer Meeting. During the meeting, it became evident that the work of the General Association of the promotional products industry is already bearing fruit. The ideas that had been formulated when the Association was founded have now been specified and some are already being implemented. A positive initial assessment.

## CRM: SYSTEMATIC SUCCESS 8



Many economic managers still associate rather vague conceptions with the three letters CRM. The promotional products industry is no exception, although it – and in particular the promotional products trade – is already much further than it has already realised itself. On behalf of the PSI Journal, Dr. Klaus Stallbaum analysed an important issue which the industry should address more.

## NEWSWEEK 2016: BUSTLING BUSINESS ACTIVITY 38



On 30 May, Newsweek launched this year's tour of Germany's promotional product landscapes. Like last year, the tour got underway at the traditional Leipzig venue. Around 90 exhibiting suppliers and six cooperating promotional product distributors were delighted with the large number of customers.

## MOLESKINE B2B DISTRIBUTION: EXPERIENCE THE BRAND 64



Exclusive Gifts B2B GmbH has set itself the goal of convincingly communicating the appeal of a global brand. As an official supplier and finisher of the Moleskine product portfolio for the promotional products market in D-A-CH, the Hamburg-based company passes on this enthusiasm to its trading partners and coaches them individually to become Moleskine brand ambassadors.



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The GWW Summer Meeting was well attended. In the foreground is the Board with (left to right) Michael Freter, Ronald Eckert, Manfred Schlösser, Jürgen Geiger, Frank Dangmann and Managing Director Ralf Samuel.

## GWW SUMMER MEETING

# IDEAS ARE BEING IMPLEMENTED

On 13 June, the Executive Board and members of the GWW met for the Summer Meeting in Bad Nauheim. During the meeting in the charming spa hotel Dolce, it became evident that the work of the General Association of the promotional products industry is already bearing fruit. The ideas that had been formulated when the Association was founded have now been specified and some are already being implemented. A positive initial assessment.

**A**round 1900 Bad Nauheim was a spa town of world renown. Even today the vast, lush green park and the surrounding exclusive residential area testify to the period of its former significance. The Kurhaus (spa building) located above the park, in a Neo-Renaissance style, is today a hotel and convention centre, and was the venue of the GWW Summer Meeting in mid-June. The Board met first in the morning

and in the afternoon there was an informative programme on the agenda.

### INCREASE IN MEMBERSHIP

GWW President Patrick Politze opened the meeting with some good news: The Association has grown by 17 companies since the beginning of 2016 and now boasts 313 members. The addition of new members shows that the industry feels well represented by the umbrella association. Not

quite so good is the current situation in the industry: A recent market research conducted by GWW had shown a modest development at last year's level. Politze summarised that the promotional products industry has thus lagged behind the generally positive economic development. The industry needs to fight more than other industry sectors due to pressure from many quarters: At the top of the agenda are the restrictions resulting from tax legislation and compliance issues. The most important tasks of the Association therefore lie here.

### POLITICAL WORK

#### AS THE KEY OBJECTIVE

GWW defines the continuation of the political work as its main objective. The initiative "Appropriate taxation of promotional products" with a significant contribution by Dr. Janine v. Wolfersdorff (Institute of Finance and Taxes, Berlin) will shortly begin its work. In September, a group of dedicated companies together with tax experts will begin preparing a reform proposal which lays down the key points of a fair taxation of promotional products. Politze is convinced that the industry will then have a good chance to make itself heard in political circles. As the working group should also include representatives of the promotional products industry, Politze appealed to the members to participate in the initiative.



ative. Incidentally, the option of a fiscal court clarification of the tax issues would also be discussed.

#### COMPLIANCE ISSUE

##### WITH MANY FACETS

As part of the initiative “Compliance regulations appropriate for promotional products”, the Association addressed the topic of compliance, the most important cause of revenue loss in the promotional products industry beside budget cuts. Here, too, the GWW has brought a proven expert, Prof. Dr. Hans Rück (Dean of the Faculty of Tourism/Transportation of the Worms University of Applied Sciences), on board. In his inspiring lecture, Prof. Rück got to the heart of the current compliance issues: The contradictory nature of fiscal and criminal law and ethics codices produces widespread uncertainty. As there are no uniform rules, the respective guidelines of the companies differ considerably. In order to avoid presumed risks, the compliance rules of the companies are often stricter than legislation and codices require. Incorrect advice from tax advisors also leads to uncertainty and misinformation. The record-keeping requirement for promotional products from 5 euros, which is commonly used in practice, leads to an uneconomic bureaucracy. The whole issue has gained its own momentum, which often leads to excessive and contradictory actions. As a result, the purchasing department in some companies may not accept gifts, whilst the sales department still relies on gifts and promotional products. Everything could be so much simpler because gifts up to 50 euros (at a tax deductibility limit of 35 euros) are de facto generally unproblematic. As this practice is becoming more and more seldom, however, the industry must increasingly accept losses, especially with highvalue products. A GWW survey on this topic provides more detailed information about the perception of the problems in the industry.

#### CONCRETE PLANS

##### IN MATTERS OF COMPLIANCE

What is now to be done? Prof. Rück proposes a three-step plan: In the first step, a working group should develop a dialogue

guideline for promotional product consultants and distributors in order to facilitate the appropriate education of industry customers in a discussion with a consultant. Here, too, promotional product companies should contribute with their expertise. A second step aims to influence corporate policies. It was suggested, among other things, that a position paper on the responsible use of promotional gifts and giveaways be drafted, aimed at buyers and compliance officers. Details of the measures to be taken need to be elaborated. Exerting influence on compliance codices (for example through associations) completes the package of measures. These are thus concrete projects that can facilitate the industry's business.

#### GWW MEMBERSHIP

##### AS A QUALITY SEAL

Making GWW membership a seal of quality is both an objective and mission of the Association. The Round Table working group has already tabled the first initiatives for this purpose. The quality initiative includes the development of measures to crackdown on unsafe promotional products as well as considerations for the establishment of a quality label or a certification mark. The lawyer Andreas Kamholz presented a concept of how GWW can support its members to prevent placing unsafe promotional products on the market. As a consequence, instead of the member company instituting proceedings against the respective competitor, the Association would do so. The aim is to keep non-compliant products from the market and to further professionalise the industry. Another topic the Round Table aims to address is the development of new data standards for the industry's transformation on its necessary path towards digitization. The third edition of the DIMA impact study will also be coordinated here.

#### PSI 2017: WIDESPREAD ACCEPTANCE OF THE INDUSTRY DAY

For the Trade Show working group, Silke Frank from PSI presented an overview of the upcoming PSI from 10 to 12 January 2016. 60 per cent of the exhibition space

has already been booked, which corresponds to around 600 exhibitors – including the major players in the industry as well as well-known brands and international textile labels. Hall 10 will be further expanded with a focus on textiles; the GUSTO Pavilion in Hall 9 will appear in a new design. Numerous special areas such as the Technology Forum, the Inventor and First-time Exhibitor areas as well as the PSI Institute COMPETENCE AREA in Hall 9 will ensure that the PSI is once again the premium industry event. The PSI Matchmaking appointment planner that was newly launched this year will be further refined and will greatly facilitate appointments at the trade show again. New: The modified duration of the trade show from Tuesday to Thursday and the Industry Day on 12 January when industry customers invited by distributors will have access. Consultant counters in the entrance area of Hall 9 as well as a consultant/industry customer lounge in Hall 12 will also be available. The PSI Trade Show boss explained that the acceptance of the Industry Day is very good, citing, among other things, the response at the PSI distributor meetings.

#### NEWSWEEK WITH RECORD

##### VISITOR ATTENDANCE

GWW Managing Director Ralf Samuel reported on the Newsworld that had just ended: with over 4000 visitors, a visitor record was set with an increase of 10 per cent compared to the previous year. The concept has thus proven successful once again. A topic of an organizational nature was the change in time of the AGM. The date in December was considered by many companies to be unfavourable. A change to the end of January/early February is now under discussion. The alternatives currently being discussed are 8 February and 13 January (Friday after the PSI). The new date will be voted on shortly.

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## CUSTOMER RELATIONSHIP MANAGEMENT

# SYSTEMATIC SUCCESS

Many economic managers still associate rather vague conceptions with the three letters CRM. The promotional products industry is no exception, although it – and in particular the promotional products trade – is already much further than it has already realised itself. However, the great majority of promotional product distributors still fail to reap the benefits of an organised customer relationship management. On behalf of the PSI Journal, Dr. Klaus Stallbaum analysed an important issue which the industry should address more.



**C**RM or Customer Relationship Management is often referred to as customer care or customer retention. Thus not only is the term shortened, but also its meaning. CRM is meant to do more than to simply focus on maintaining “loyal” existing customers. It has to because simply focussing on the existing customer base is by no means sufficient. The acquisition of new customers and regaining lost customers also deserve special attention. Maintaining existing customers, gaining new customers and regaining lost customers – CRM means nothing less. This means that in its implementation, the entire corporate structure must be addressed and organized from a customer relationship management perspective. Market analysis, corporate strategy and planning, internal and external communication, marketing and sales, consultation and interaction, service and customer care and aftersales: All business processes are part of a functioning CRM and should therefore be connected to the system.

#### CRM AS A RESPONSE TO ECONOMIC CHANGE

CRM is the necessary response to the radical changes in the economy since the 1990s, which not only the promotional products industry still has difficulties to come to terms with. It has long been very closely linked to the development of the Internet as a communication and additional sales platform. CRM has thus also become a symbol of the paradigm shift of the economy: away from the product-oriented dogma of the industrial age to a customer-centric corporate identity of the communication age. But this is precisely the painful pressure spot of the overwhelming part of the promotional products trade, which is part of a product-driven industry and is facing the task of implementing the step from the product age to the age of communication and last but not least to the age of transparency. Within seconds, computers and mobile phones know where products can be purchased. This is where most promotional products

distributors still have to make up a lot of ground. For many, the supposed source protection still belongs to the basic definition of their business. However, this has long been eliminated by the Internet. It is thus high time for a new direction without fear or reservations. The promotional products industry has already developed the essential conditions for a qualified connection to the modern economic scenario. What is missing is a new self-confidence and understanding of new tools, in short, a repositioning.

#### ECONOMIC VALUE OF THE CUSTOMER IS MEASURABLE

It is no longer just the product which is viewed as important (this is only applies to a limited extent in the promotional products industry). More importantly the customer is involved in added value. He has a measurable economic value, depending on whether he is an existing customer, a potential new customer or a former customer who can be recovered. In economic systems that have evolved through the digitisation of information and processes into complex high-speed arenas, an efficient customer management system is among the top priorities of every company, regardless of its size, its products or its industry. This also applies fully to companies in the promotional products industry. As a rule, it is only a matter of time before small and medium-sized enterprises as well as start-ups have to deal with CRM systems. The aim is to collect customer data efficiently. This includes an analysis of customer behaviour, especially on interfaces that have not yet been recognized. For the promotional products industry, these include of course his online stores and user behaviour with a view to his online presence. The sooner the CRM is successfully initiated, the more dynamic are the chances of success in the market through inevitable sales optimisation.

#### FAR MORE THAN THE MERE ADMINISTRATION

Basically, a CRM system goes far beyond the capabilities of mere customer management. Beyond this, a company's own em-

ployees, suppliers and service providers can and should be incorporated. Of course, a CRM system must first be set up. Then, however, all client proposals and responses, all contacts, all questions asked and service requirements, any special conditions for each customer are on the screen at the press of a button. Data profiles and linking profiles enable continuous customer care, completion efficiency, cost optimisation. In addition, an operational early-warning system and a trend barometer are created. All customer contacts, including those automated by CRM, are always personal, relevant and up-to-date. The newly generated customer profile enables a thematically precise response with the right products at the right time. This in turn opens up promising perspectives for pre-sales activities, cross-selling and after-sales management.

#### ENORMOUS LONG-TERM CORPORATE BENEFITS

A CRM system is not an automatic process and does not work by itself. A certain lead time should be factored in. As a rule of thumb, about three months applies for small and medium-sized businesses. Then, however, the initial time investment brings enormous benefits to the company. What is important is the realisation that a CRM software is an essential component of successful customer relationship management, but cannot be positioned alone. CRM systems are precision tools for customer relationship management. They assist trained employees to convince (potential) customers of the benefits and the service profile, to inspire them and to give them the feeling of being understood and being in good hands. In such a business relationship, the price issue is no longer in the foreground.

#### PROPER CRM SOFTWARE IS CRITICAL

The market for CRM applications has become unclear. New providers of CRM application are constantly entering the market. The range starts with basic packages for operational process control in sales and marketing. Such solutions are likely to be perfectly adequate for the majority of promotional product distributors. Oversized

high-end products in the form of highly complex multi-functional solutions that are to some extent deeply integrated into other business intelligence platforms should be treated with caution. Modern CRM software with Mobile CRM and Online CRM supports the networking of all employees and all processes in the customer-oriented value-added chain of the company. In addition, the latest software solutions are capable of integrating and analysing data streams from the social media channels such as Facebook. The issue of hosting still has to be clarified: a stationary server in your own office or a provider of trust? The current trend is towards web-based solutions via cloud computing. In addition, there are also specific CRM solutions for the promotional products industry.

#### PROMOTIONAL PRODUCTS INDUSTRY IS WELL PLACED FOR CRM

The promotional products industry has laid a good foundation for a successful CRM philosophy. After all, the supervisors and consultants of promotional products users have been addressing the customer and his needs for a long time. This is therefore not the key issue. To understand what it is, it is worth taking a closer look at the struc-



#### DR. KLAUS STALLBAUM

In 2009 Dr. Klaus Stallbaum and Olaf Hartmann founded Multisense Institut – dedicated to the

implementation of scientific findings from brain research and psychology in marketing. In 2010 Stallbaum established stapag Agency for New Communication, focussing on social media dialogue, SEO, quality content, monitoring.

ture of the promotional products trade. At the top are the specialized agencies that have distinguished themselves for a long time and established their own priorities in the market. They have ideal CRM systems and have the optimum balance between their automated online store activities (customer care, customer acquisition and search engine marketing) and individual customer service through professional customer service. Their know-how advantage is usually between one to two years. However, there is a particular focus on promotional products distributors who year after year ensure the bulk of the sales of promotional products, although they have to do more every year to maintain their sales and especially their narrowing margin.



#### RAISING CUSTOMER SERVICE TO ANOTHER LEVEL

These are usually the promotional product distributors who have up to seven employees. They are already suffering from their fixed overheads. Additional orders and new customers are gladly accepted. But this is where the cost trap is lurking. To cover additional overheads, more personnel are hired. Consequently, the fixed overheads rise. This often eradicates the margin obtained. At this point, a remedy therefore needs to be found. That means learning from the major players. Options for action for smaller companies can usually be developed from the exemplary CRM business philosophy of the leading agencies. Whereas the big agencies operate with a high-end software, well advanced standards suffice for the smaller players. To this end, there are also providers spe-



cifically for the promotional products industry. A CRM software structures work processes and accelerates them. Customer support (existing customers, new customers, regaining former customers) is lifted to a different level of continuity and service. Customer care gaps and market trends are identified even before employees have to become active. This saves time and money. Time that can be put to good use for other activities. Money which ben-

efits the margins. Fixed overheads which are easier to control.

#### CRM SYSTEM PROVIDES A SOLID FOUNDATION

At this level, it can also lead to a real, measurable sales value for trading companies which the promotional products industry has had difficulties to come to terms with for decades. After all, it is now no longer the charm of management alone which ensures consistent operation figures but rath-

er a transparent, perfectly fitted CRM software that emphasizes the unique position as a service provider. From personal relationship management to a quantifiable and qualifiable CRM database: This also makes it difficult for employees wishing to leave a company to switch to a competitive rival almost immediately. A CRM-based sales agency is placed on an "earthquake-proof" foundation in this respect – and no longer in an uncompetitive house of cards. <



**"A CRM system increases productivity and reduces costs."**

**Martin Heinemann, CDH Computer Division  
Heinemann GmbH**

**S**uppliers and distributors often have to handle the problem of warehouse management and third-party business transactions simultaneously. For a software this is actually an absolute contrast. In addition, almost every finishing is a custom-made product. This is truly difficult for a standard ERP software. If this also has to be combined with an efficient and effective customer management tool, the matter becomes very complicated. A good CRM system for promotional products increases productivity and profitability and reduces costs. At five workplaces, for example, the monthly cost savings is around 300 euros. A good CRM system is the direct line to the customer and a phone-assist-

ed information system for customer acquisition and retention. It includes a schedule management which is specifically geared to acquisition activities and callbacks. In the case of incoming calls, the caller is immediately recognized. That means that all the information appears on the screen: Name and company, customer rating, turnover, references to current campaigns, appointments, to-dos. Professional call handling also means that outstanding invoices are instantly displayed. A good CRM system also provides advantages in terms of return calls and outgoing calls. Firstly, it facilitates callbacks within a company, as appropriate notes can be distributed over the network. Secondly, it

allows instantaneous outgoing telephone calls because all the relevant information about the party being called are displayed on the monitor. Thanks to these structured processes, working time is reduced to a minimum, and in the advertising media business working time is the most important thing. Once a CRM system includes a headset, the device is complete.

CDH Computer Division Heinemann GmbH provides a material management application which is specifically tailored to the promotional product industry. Martin Heinemann was a promotional product distributor and therefore knows the needs of the promotional product industry. <

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marketing activities to existing and new customers. The various evaluations can be carried out contextually and situationally direct from the different applications.

By evaluating the increasingly complex and extensive (customer) data according to various criteria, the user can easily make the right decisions, thus directly facilitating the organisation of work and the productivity. The tight integration of various CRM functions in the central productivity tools that are geared to the GTD methods (“Getting Things Done”), tasks are efficiently handled by the team. Through the information system, numerous data sources can be read and evaluated individually according to any criteria that are deliberately not predefined. These findings on the basis of their own current data pro-

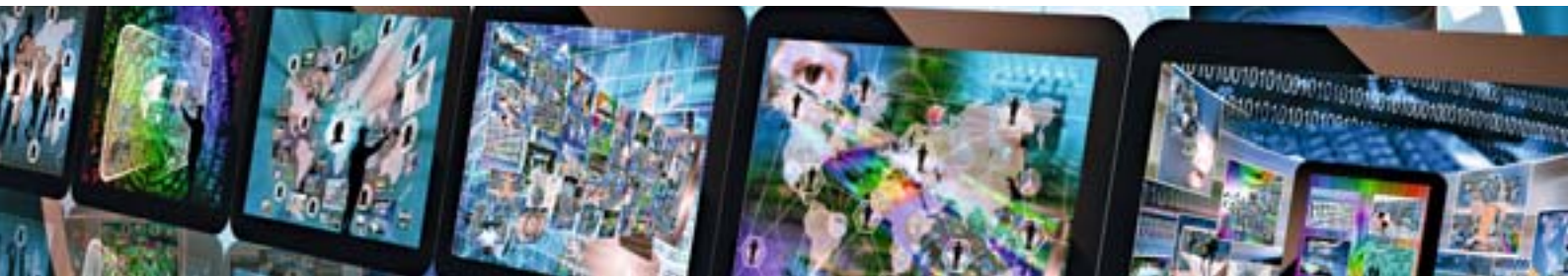
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## PSI DATA AGGREGATION SYSTEM: WELL CONNECTED TO THE BENEFIT OF CUSTOMERS

In 2015, PSI invested a large amount of money in the development of its search engine and the associated meta-database. The aim is to establish a standard for data exchange in the promotional products industry and to make efficient sourcing and marketing tools available to the industry. A database system – the data aggregation system – manages this data stream with

numerous suppliers and consultant distributors. Some of the major suppliers are already connected directly to the system via so-called connectors. Various channels such as stores, a search engine and datasets are available for more than 70,000 products with more than twice as many variants. The system is intended to relieve all industry participants of individualised

and therefore expensive, complex work. That is the major aim. Until then, a rocky road still has to be overcome. It is important that most of the industry now move forward and invest in digital infrastructure. But please not in proprietary systems. We are working together with the industry participants. PSI is happy to provide information. <



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## TOYS AND PLUSH ARTICLES ADVERTISING TO CUDDLE

Good promotional products appeal through a successful combination of usefulness and design. When this mixture is right, they convey their message in a targeted way, directly and sustainably. The more this is conveyed playfully, the more intense is its effect because people love to play.

**W**hether it involves a game as a promotional product or a promotional product as a game – the advertiser scores with it everywhere because a toy – and that includes the plush articles presented here – is appreciated for what it is. According to the latest research, the oldest toy is the doll. Doll-like constructions made of clay have been verified since the early Stone Age. The “mother” of all plush companions is probably the teddy bear which is supposedly named after the American president Theodore “Teddy” Roosevelt. Experts such as the business coach Virgil Schmid know the success factor attributed to games in the field of sales and marketing strategy: “Whoever plays, wins – also in sales. Whoever arouses positive emotions has the competitive edge today. Games enable new experiences trying out new possibilities for courses of action without any risk. Whoever sells playfully invites customers to join in. “A product that advertises in this way generates sympathy, is popular with the customer and generates good feelings. To achieve the latter, simply continue leafing through these pages! <





## SAFETY WHEN BIKING

**T**he Metmaxx light set called MobileSafety from Spranz provides and advertises for safe mobility. The Metmaxx brand bicycle lights impress thanks to their impressive luminous power (dual front light with 20,000 mcd and 10,000 mcd at the rear). You have the option of having them run constantly or flash (saves power). They are extremely easy to mount, requiring no technical skills. They come in a plastic box with a slipcase, batteries included.

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



## NEW THERMO HYBRID SOCCER BALLS

**B**esides producing traditional hand stitched Soccer Balls, Bola Gema – Pakistan is now producing thermobonded Soccer Balls, thermo hybrid Soccer Balls as well as TPU machine stitched Soccer Balls. Investing in new production techniques is the core policy at Bola Gema that enables us to provide most latest and innovative products from our production lines. The new thermo hybrid Soccer Balls are produced in a way that the finished ball shows zero stitching on the outer surface (despite being stitched) and hence looks like a thermobonded Soccer Ball. Ideal for training of Amateur and growing players.

PSI 47566 • Bola Gema • Tel +92 52 3550426  
sales@bolagama.com • www.bolagama.com



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## FLYING AMBASSADORS

The little foldable frisbees from Global Innovations can be completely customized in full colour on orders of 5,000 or more. Supplied in a small bag, they make for original advertising ambassadors with guaranteed fun for young and old. The high-quality nylon material impresses thanks to its great flight characteristics and offers a large advertising space for customized designs. A great giveaway, which can be used this summer by express production.

PSI 46626 • Global Innovations Germany GmbH & Co. KG

Tel +49 6502 930860

info@globalinnovations.de • www.globalinnovations.de

## WILD ANIMALS TO CHERISH

Life can be so cuddly! The stuffed toy animals from Inspirion not only impress children with their fluffy fur, but parents as well. This is because the cuddly animals are made of plush that is pleasant to the skin and also suitable for children less than three years of age. Thanks to their bright colours, these advertising ambassadors are not easy to overlook. These fluffy friends wear stripes on their feet, arms, and ears. For advertising application, the animals are given a piercing with a paper heart that can be printed. Ben the elephant, Billy the monkey, and Beate the hippopotamus make the best of friends, but can also be ordered individually.

PSI 42907 • Inspirion GmbH • Tel +49 421 52270

info@inspirion.eu • www.inspirion.eu



## MAGIC MODELLING CLAY

Magic modelling clay can be ordered from Krüger & Gregoriades, which shines in the dark and what is more, can bounce like a ball. And that is not all, for this miraculous modelling clay stretches like chewing gum, melts slowly, can be torn like paper, and shattered like porcelain. Long-lasting fun is guaranteed, since the material does not dry out. The modelling clay has a relaxing effect, promotes concentration and stimulates creativity. Not only for children! It comes packed in a metal can containing fifty grams.

PSI 47203 • Krüger & Gregoriades Im- + Export GmbH

Tel +49 40 73102180

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





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## SAFE FOR CHILDREN

**K**retzer Scheren GmbH, by their own admission Germany's biggest manufacturer of shears, is offering a scissors series with a new safety edge, which perfectly combines the special demands placed on shears with regard to functionality, ergonomics, design, and safety. The ZipZap – Kid'Zors children's scissors come in five different colour combinations. The product is made entirely in Germany and impresses thanks to its outstanding quality. The scissors cut paper, cardboard, and cloth – but not skin, thanks to the new, patented "SafeCut" safety edge! In addition, the rounded points provide extra protection against stab wounds. Food safe and with soft rubber insert that can be used as an eraser. Can be customized on orders of sixty or more.

PSI 49555 • Kretzer Scheren GmbH • Tel +49 212 262350

info@kretzer.de • www.kretzer.de



## SOFT, INTERESTING, AND EXCITING

**M**algrado has a rattle tissue on offer that not only looks great but is also just the right thing for babies. The various bands around it nurture grasping skills and perception. Children love to hear it clearly rattle when they hold it – they could play with it forever. This stimulates the baby's senses through play and the tissue also provides for fun and variety in playing. Malgrado offers customized production at quite attractive prices on orders of 3,000 or more. The material can vary as desired (cotton, polyester, microfleece or velour).

PSI 46913 • Malgrado fashion & promotion GmbH • Tel +49 2207 704090

office@malgrado.de • www.malgrado.de





## FLUFFY PROTECTORS

Anyone looking for a soft, cuddly gift to convey an advertising message in a very friendly way should take a look at the sigikid catalogue. There they will find guardian angels that accompany their owners through thick and thin. They dry all tears and conjure up a smile on the face of their new owner. The start of a long-lasting friendship! There are various ways to apply a logo or slogan to a sigikid item. Depending on the quantity ordered, this can be done by way of a hangtag or a tag that is sewn in.

PSI 48311 • sigikid • Tel +49 9201 70129

anja.deroni@sigikid.de • www.sigikid.com



## EGG OF COLUMBUS

Alfred Fischer has been one of Germany's leading manufacturing companies for three-dimensional advertising figures for more than five decades. The scope of supply also includes custom-made plastic promotional products. One of the hits in the extensive offering is the so-called Egg of Columbus, which is produced as desired by customers, including a replaceable, hand-painted plastic figure. The supplier recommends the product for the promotional products market in Europe, in particular thanks to the sophisticated solution for producing the two-piece egg with an extremely short delivery period and at an extraordinarily low price.

PSI 41002 • Alfred Fischer • Tel +49 9561 60729

info@alfred-fischer.de • www.alfred-fischer.de



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79199 Kirchzarten

Tel.: (0 76 61) 90 99 88 0  
Fax: (0 76 61) 90 99 88 9

info@lupenmaxx.de • www.lupenmaxx.de



## A HIPPOPOTAMUS YOU CAN CUDDLE

**A** cute plush hippopotamus that thrills little children and encourages them to play and cuddle is found in the Giving Europe product range. This very soft plush toy animal answers to the name of Hippo and wears no T-shirt at first. This can be ordered additionally under Item No. 5013, which then gives Hippo an individual note. Advertising can be applied by means of pad printing.

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

## THE SWEET GIVE-AWAY

**W**hat child does not like fruit gums? And mothers will be sure not to say “no” if sweet little gummy bears are within reach in a chute when shopping at a toy store. Fruit gums, a classic among sweet promotional products, taste good to young and old. And by experiencing it with all five senses, sweet advertising is easily kept in mind for a long time. Kalfany Süße Werbung puts its trust in quality for the desired message and creates it with 10 per cent fruit content, natural aromas, and colouring plant extracts at its own IFS certified company – and this even applies to orders of 3,500 standard bags of fruit gums or more.

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



## A BEETLE AS AN APPEALING FIGURE

**T**he VW Beetle is and will always be one of the world's most successful automobiles and a very appealing figure. Now it comes in 1:24 scale for the desk, where it cuts a good figure as a paperweight with moving doors and a magnet for paper clips. The product is made of mixed materials (cast metal/plastic) and is painted matte silver. Advertising is applied in the form of print and/or engraving on the roof, door or hood. Engraving is free of charge on orders of 100 or more.

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



IT'S NOT JUST A GIFT  
**IT'S A PARKER**



  
PARKER





## MINIFEET FOR ALL OCCASIONS

**T**he MiniFeet Plüschis from mbw immediately bring back the magic of childhood. This species of MiniFeet is cuddly, cute, likeable, loveable and varied. From A as in “Affe Mattis the monkey” to E as in “Eulen Lisann and Leonie, the owls” or S as in “Schlange Tilly the snake” up to Z as in “Zebra Zora” in the slender striped look, these cuddly little guys are friends for all occasions. Of course, mbw also has exotics on offer as well as the traditional teddy bear. The TÜV-certified Bodo the Bear is one of the very charming kind, comes in three sizes and on request can even wear a T shirt or tie and collar. mbw links the magic of the heroes of our childhood with corporate claims in a particularly appealing and long-lasting way.

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

## WRITE THE WAY YOU FEEL

**H**ow do you feel today? Miss Velvet brings you through a journey at the discovery of your personality. Predator or Prey? – Man or Woman? – Devil or Angel? – Love or Death?: get the one which suits you the most, choose it as a present to charm anyone or simply collect them all. Two characters representing two opposites creating four different series available in many fashion colours and finishings. These fashion characters makes Velvet pen a not-seasonable object that never gets old and that suits the all of us. The Velvet pen is 100% made in Italy with non toxic materials and dressed with velvety 3D figures giving a soft and pleasing antistress touch effect. More information at: [www.myvelvet.it](http://www.myvelvet.it)

PSI 42480 • Erga Srl • Tel +39 011 2733032  
info@ergaonline.com • www.ergaonline.com



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## HORSE-TRADING AS A FAMILY HOBBY

**E**ven more critters, auctions, and negotiating skills. After thirty years, the popular Ravensburger card game Kuhhandel is coming out in a big way as a board game. Along with it are all kinds of variety, since the players have ten different kinds of auctions to choose from, and can haggle to their hearts' content, just like with the card game. The game components are rich in detail and humorously illustrated by Michael Menzel. The wooden hammer provides for the flair of a real auction. Kuhhandel: the game that gets emotions up to a fever pitch. The game is intended for two to four players.

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

## A BACKPACK TO FALL IN LOVE WITH

**T**he new Sundsvall children's backpack is part of the product range of Easy Gifts GmbH and makes children's hearts leap for joy. This is not only due to the friendly design, but also the cuddly soft material (polyester). And Sundsvall is also practical because sponge, washcloth, and slippers are right at hand. The item comes individually packaged in a plastic bag to which advertising can be applied.

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



## GENTLY OFF INTO DREAMLAND

**C**harlotte lets you fall asleep without counting sheep. This fluffy, soft little sheep looks up with faithful eyes and accompanies its young playmates into dreamland. Charlotte measures roughly 18 by 13 centimetres and has other cuddly friends that the supplier, team-d GmbH, will be happy to show you.

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

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## CARRY AND CUDDLE

**A**xpol Trading introduce a new member of Fofcio Promo Toys family – Bruno HE689. Bruno has a detachable doggy plush toy that brings a lot of joy and big printing area to promote any advertising message. It can be personalized by printing company's logo on the front of the backpack or on the feet. Bruno can carry all necessary items and be a great company for traveling, at school, playground and other everyday activities. This 2 in 1 backpack and other products from Fofcio Promo Toys collection are exceptional promotional gifts that perfectly fit advertising campaigns, loyalty programs, corporate events, family picnics, conferences, training courses, as occasional gifts and in any other marketing activities.

**PSI 46204 • Axpól Trading sp. z o. o. sp. k. • Tel +48 61 659 88 00  
info@axpol.com.pl • www.axpol.com.pl**

## MORE FUN WHEN PLAYING

**C**ustomer loyalty. Pustefix soap bubbles have been known and loved all over the world as a guarantee of fun for more than sixty years. Young and old are familiar with the Pustefix brand and associate it with fun, play and laughter. Pustefix soap bubbles are a cool give-away for all age groups. Children love to play with the fascinating soap bubbles, and adults feel transported back to the days of their own childhood, linking positive emotions and associations with Pustefix. The range of soap bubbles offers many different advertising options and always stands for quality, sustainability and safety Made in Germany.

**PSI 43053 • Success-Werbung – Dr. Rolf Hein GmbH • Tel 49 7071 78898  
info@success-werbung.de • www.success-werbung.de**







## A REAL ATTRACTION

**C**ar lovers' right foot will start to twitch at the very sight, even if it "only" a model. But at 1:18 scale, this RC Ferrari F1 is a real attraction. The remote-controlled mini-car makes racing dreams come true, albeit in a small way, but at least for sure. Packed in a gift box with a viewing panel, it will hit home with every recipient. And batteries are also included.

PSI 41259 • Lehoff Im- und Export GmbH • Tel +49 40 529607-0  
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## FOR CREATIVE HOBBY ARTISTS

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PSI 42938 • Reidinger GmbH • Tel +49 9732 9105-0  
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## VILLEROY &amp; BOCH AND LR

## JOINT CHARITY CAMPAIGN

A common cause in support of disadvantaged children: For the very first time, LR Health & Beauty has initiated a joint charity campaign with Villeroy & Boch, the world-renowned premium brand for ceramic products. From the beginning of June 2016, the company from the Westphalian town of Ahlen is launching exclusive NewWave mugs from Villeroy & Boch in a limited edition of 2,500 units on the market. For each porcelain mug sold, LR is donating ten euros to LR Global Kids Fund e.V. The aid organisation promotes children and young people, all over Europe, who are either disadvantaged due to their current life circumstances or need special assistance. "We are very pleased that we were able to gain Villeroy & Boch, an internationally successful enterprise, as a partner for this worthy cause," explained Dr. Thomas Stoffmehl, CEO and spokesperson of LR Health & Beauty.



The exclusive LR special edition for a good cause: The NewWave mug from Villeroy & Boch.

The individual design of the NewWave mug (0.35l) was created by LR itself. LR Health & Beauty, the largest supporter of the children's charity organisation, is selling the exclusive special edition both in its international markets as well as in its LR Shop for EUR 19.99 (<https://shop.lrworld.com>). "Social responsibility has also always been an integral part of the corporate culture at Villeroy & Boch. The work of the LR Global Kids Fund has convinced us so we are delighted to support the children's charity organisation with this campaign," explained Annette Engelke, press spokesperson of Villeroy & Boch AG.

[www.villeroy-boch.de](http://www.villeroy-boch.de)

## GEMACO GROUP

## GOLD FOR ECOVADIS

The Gemaco Group was awarded "Gold" status at the last rating of the sustainability organization EcoVadis. "By reaching the Gold level, our international efforts in the area of corporate social responsibility have been honoured. The Gemaco Group is thus a reliable partner for socially and environmentally compatible procurement of promotional products," says Lukas Schad, Managing Director of Gemaco GmbH, the German part of the Gemaco Group. EcoVadis has set itself the goal of promoting environmental and social practices of companies by means of CSR performance monitoring within the supply chain and to help companies improve sustainability. EcoVadis runs the first collaborative platform to provide CSR ratings of suppliers for global supply chains. Since its founding in 2007, EcoVadis has become an esteemed partner for purchasing organizations in more than 120 of the world's leading multinational companies. Gemaco has been known as a premium supplier of promotional products, sales promotion measures, promotional textiles, and fulfilment programmes for more than twenty years. The company is constantly growing and is today an international service provider in the branding sector and a respected supplier of merchandising products with teams in Europe, Asia, and America. [www.gemacoglobal.com](http://www.gemacoglobal.com)



## READING FOR REFUGEE CHILDREN

## ZTV LOGISTIK WINS TENDER

Zustell-, Transport- und Vertriebsgesellschaft mbH & Co. KG (ztv), a logistics service provider and PSI partner, was awarded a contract from the Stiftung Lesen reading foundation for the nationwide programme "Lesestart für Flüchtlingskinder" ("Beginning Reading for Refugee Children"), which the foundation is carrying out on the initiative of the Federal Ministry of Education and Research. The goal of the nationwide programme is to



ztv packages books for the national programme "Lesestart für Flüchtlingskinder". © Melanie Fredel/Stiftung Lesen

familiarize refugee children and their parents in reception centres with reading and reading aloud in order to give them an initial introduction to the German language and help them learn to read it.

In this context, ztv has offered services from its business areas of logistics for promotional campaigns and fulfilment. In detail, packages of books are being packaged and shipped in two large campaigns. ztv is not only taking over commissioning, packaging, storage, and shipment, but also taking care of returns management. ztv offers its customers a complete line of logistics services, from incoming goods to storage, commissioning, and packaging, up to the final delivery, all tailored to their individual demands and needs. The spectrum ranges from regional solutions up to international shipping, including all customs formalities.

[www.ztv-logistik.de](http://www.ztv-logistik.de)

## BLOMUS

## THOMAS VOGLER TAKES OVER B2B SALES IN GERMANY

Thomas Vogler, an experienced industry expert, took over German sales (B2B) for the design brand blomus at the beginning of June 2016. Vogler is no stranger to the Sundern-based company: "Mr Vogler has many years of professional experience and has been competently and



Thomas  
Vogler

successfully serving the blomus brand in western and northern Germany for more than seven years," says blomus sales manager Helmut Tillmann. With immediate effect, Handelsagentur Vogler is now responsible for the whole of Germany. Vogler himself says: "I am

delighted to be able to expand my work for the blomus brand." [www.blomus.com](http://www.blomus.com) <

## TROIKA

## NEW ADDITION TO CUSTOMER SERVICE EXPORT

Troika Germany GmbH has announced a new addition to its internal sales team: With immediate effect, Eva Weide has



Eva Weide

joined her colleagues in Customer Service Export. She replaces Katrin Hohn who has been on maternity leave since late May. Eva Weide is mainly responsible for the B2B promotional product range in France and – among other areas

– the B2C distributors in France as well as North and South America. She has a good command of English, French and Spanish. [www.troika.org](http://www.troika.org) <

## GROWING PROMOTIONAL IDEAS

## EMOTION FACTORY IS TAKEN OVER BY HERI

The emotion factory brand, known for its specialty products for growing promotional ideas (seed packets, plants, pots and lots more) and creative Christmas give-aways, will henceforth be a brand of the company Heri-Rigoni in Fischbach in the Black Forest. Previously in the range of the Jung Group (Jung Bonbonfabrik, foodvertising and Gummi Bären Land), emotion factory will be integrated into the non-food portfolio of Heri-Rigoni. The success story of the product range of emotion factory is to continue at the manufacturer that boasts years of experience in the field of stamps and pens. Jung will henceforth be solely focused on the food sector and will expand and develop this even further. As a longstanding customer advisor and product developer at emotion factory, Roland Schulz is accompanying his brand to the Black Forest where he will be integrating the distribution and production at Heri-Rigoni. The existing range will be retained and will continue to be enriched with innovations.

**Contact:**  
**emotion factory**  
**Heri-Rigoni GmbH**  
**Sommerberg 16-18**  
**D-78078 Fischbach**  
**Telephone +49 7725 9393-0**  
**Telefax +49 7725 9393-50**  
**info@emotion-factory.com**



## LINOTEX

## NEW MANAGING DIRECTOR APPOINTED

Marcel Nusser has been appointed the new managing director of Linotex GmbH in Steinheim. Since 2013, he has mostly been working in the company's sales department. During his business studies in Nuremberg, he gained a lot of knowledge in marketing/merchandising. Parallel to this, he was instrumental in supporting and continually developing the fan shop of the German second division football team 1. FC Heidenheim 1846. Marcel Nusser would like to develop Linotex GmbH sustainably and quickly. "An important element is the expansion of the product portfolio in direct import. In cooperation with our subsidiary in Hong Kong and the associated production facilities in China, we can already offer our customers individualised products at great prices," says Nusser. Furthermore, the company is pressing ahead with the expansion of its in-house finishing centre. Beyond the print versions already available, entry into the transfer technology market has recently been successfully completed. As a result, textiles in particular can be provided with durable, multi-coloured and inexpensive promotional motifs. Marcel Nusser also emphasizes that Linotex has always been synonymous with absolute distributor loyalty: "We want to expand our market share step by step together with the distributors. We have already enhanced our digital presence through our multi-functional online store. This and other sales promotion measures are continuously being improved – for the successful sales work of our distributor customers." [www.linotex.com](http://www.linotex.com) <



Marcel Nusser



## PIAP MEETING

## EDYTA LISOWSKA IS THE NEW PRESIDENT

**D**uring the Reporting-Electoral General Meeting of the Polish Chamber of Promotional Products Members, which took place on 19 May 2016 at Zielna Conference Centre in Warsaw, in connection with the expiring term of office of PIAP authorities, the gathered members chose the new composition of the Board and Audit Committee. The new President of PIAP (Polska Izba Artykułów Promocyjnych) became Edyta Lisowska from Ellis B&L company. The position of the Vice President was taken by Tomasz Chwiłowicz from Jaguar company, who in the previous term held the post of the President of PIAP. The second Vice President became Magdalena Owczarska from Citron.



Edyta Lisowska

The new appointed Board Members of the Polish Chamber of Promotional Products are: Maciej Dembiński (Rosnowski Gift), Anna Roszczak (Asgard), Zbigniew Grzeszczuk (Paul Stricker), Monika Łabędzka (AMC Group), Wojciech Węśowski (12M). The new audit committee consists of: Sebastian Piłka (Inter...Test), Iwona Dulińska (Kunst), Tomasz Barudin (Textet Poland) and Zbigniew Zieliński (AWIH). During the meeting, the financial statements of the Association for the year 2015 was adopted and the Board was granted discharge for the year 2015. Unanimously, also the action plan of PIAP for 2016/2017 was accepted.

"I am extremely pleased with the fact that during the last reporting-electoral meeting of the Polish Chamber of Promotional Products began so lively discussion. Not individual entities, but co-operative and efficiently working teams make good and

constructive things. PIAP is one of such teams. There are many of us, and I hope that thanks to further fruitful work there will be even more of us to work for the good of the entire advertising industry. I hope that the brainstorm that was launched during the General Meeting will continue throughout my entire term, and the operation of the whole Board will make that many creative members of our organization will contribute to its development and strengthening. Yet we all strive to become a strong voice of the advertising industry. Continuing the work of the predecessors, we will reinforce the prestige and, even more, will consolidate the position of PIAP as a strong leader that brings together not only the great suppliers, importers or manufacturers, but also solid, creative and hard-working advertising agencies, as the company, which I have had the pleasure to represent for almost 15 years. Everyone who would like to participate in the tenth year of our activity and co-create such a strong organization of this industry is most welcome", said Dr. Edyta Lisowska, the President of PIAP.

For more information visit: [www.piap-org.pl](http://www.piap-org.pl)



## VELOFLEX

## NEW MANAGING DIRECTOR

As a medium-size family-run company, it is especially important at VELOFLEX to define objectives and find ways for the company to ensure that its customers can be reliably supplied with products from its production

Monika Dormann and  
Karl-Christian Dormann.

facility in Kölln-Reisiek in the future. To this end, Karl-Christian Dormann was appointed managing director of Veloflex Carsten Thormählen GmbH & Co. KG on 1 May 2016 with the sole power of representation. He was also appointed partner in the company. With his ideas and many innovations, Karl-Christian Dormann wants to continue to make the company fit for the future.

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

## ACAR EUROPE

## RELOCATION TO NEW OFFICES

**A**fter five years in Bad Homburg, Acar Europe GmbH has moved to new, optimised premises in Bensheim/Germany. The company is well known in the promotional product market for the high-quality products of its own brands Arwey (notebooks) and luuds (leather goods). The new postal address is:

**Acar Europe GmbH**

**Lindberghstr. 5**

**D-64625 Bensheim**

Acar Europe can be reached on its new phone number +49 625198249-0. All e-mail addresses remain unchanged.

[www.acar-europe.de](http://www.acar-europe.de)

## KALFANY SÜSSE WERBUNG

## NEWCOMER TO CUSTOMER SERVICE "EXPORT"

**L**ena Picht has recently taken over as the successor of Santiago Fischer-Suarez in Customer Service Export at Kalfany Süße Werbung. Among other things, she is responsible for customers in German-speaking Switzerland as well as in Spain, Italy and Portugal. Picht graduated with a



Lena Picht

Master of Arts in "International Tourism Management" in 2011. She has a very good command of English, Spanish and French. Through her work in sales and after-sales service at internationally operating companies, Lena Picht has a

profound knowledge of providing advice and support as well as order processing in the production and finishing of sweet promotional products.

[www.suesse-werbung.de](http://www.suesse-werbung.de)

## TRENDBAGZ

## SUMMERY PRIZE DRAW

In keeping with summertime, Essen-based Trendbagz is raffling a hammock including frame. In order to participate in the raffle, promotional product distributors must register at [www.trendbagz.com](http://www.trendbagz.com). All distributors who are registered in the distributor list of the specialist for promotional bags by 22 July 2016 will be automatically entered into the prize draw. The organiser's decision is final. Trendbagz sells its trendy promotional bags exclusively through the qualified promotional products industry. Potential industry customers can find a contact person nearby in the distributor list.



## SOCIAL COMMITMENT

## HALFAR SUPPORTS CHILDREN'S CANCER PROJECT

**W**hen we talk about Halfar, we usually talk about promotionally effective bags. For over 25 years, they have been developing, manufacturing and distributing bags and backpacks – with great passion. The company also demonstrates this in its social commitment. Supporting the children's cancer project "Fruchタルム" is a matter truly dear to the heart of director Armin Halfar. The project is funded purely by donations. Since then, the mobile children's cocktail bar is rolled once a week through the corridors of 15 children's cancer care units in Germany. Colourful and flavourful fruit cocktails are created with "Fruchタルム". The delicious drinks are mixed by the young patients themselves directly at their bedside according to their personal wishes. "Fruchタルム" thus promotes activity, self-determination and joy of life, and brings a welcome change to the everyday hospital routine of the seriously ill children and adolescents. As a result of chemotherapy, important fluid intake is often difficult. "Fruchタルム" helps to regain the strength necessary for further treatment. Each day, Halfar donates bags that project staff can hand over to the young patients at the end of a severe chemotherapy treatment or when celebrating a birthday during the "Fruchタルム". In addition, all of the more than 100 employees throughout Germany are provided with quality bags. They are extremely handy and with the jazzy imprint are also effective in raising public awareness of the project. [www.halfar.com](http://www.halfar.com)



Project initiator Marcel Lossie and managing director Armin Halfar with the new bags.

## BOFA

## SALES TEAM CONTINUES TO GROW

**T**he advertising technology specialist BOFA-Doulet GmbH is delighted to announce that two new employees have further strengthened the sales team. Sarah Schröter in field sales is responsible for supporting customers in southern Germany. Together with her long-serving colleague Martina Amerkamp-Schoroth, customers will now receive even better support and advice. Daniel Liebig in the back office will advise customers of the Bonn-based company in northern Germany, thus enabling his colleagues in field sales to concentrate on their core business. "We wish them lots of success and fun at work and hope that they can quickly settle in as part of the large BOFA family", says Managing Director Jean-Bernard Doublet. [www.bofa.de](http://www.bofa.de)



Sarah Schröter and Daniel Liebig.



Company owner Natalie Kober with employees of the construction company during the symbolic handing over of the keys.



The opening ceremony was crowned by an atmospheric fireworks display.

## AMEDEA: OPENING OF THE NEW HEADQUARTERS AND IN-HOUSE TRADE SHOW

# UPWARD TREND CONTINUES

Just six months after construction began, AMEDEA Werbepräsente and AdwainA Textile Werbung celebrated the official opening of their new premises in Karlshuld with a joyous Bavarian celebration on 11 May. On the following day, 28 selected supplier partners conjured up a trade show feeling in the new rooms for the first time: 140 visitors from 85 companies let themselves be inspired in a relaxed atmosphere of innovations and promotional ideas.

**W**hether it be at the opening ceremony or at the in-house trade show the next day: Whoever entered the new building of Amedea was impressed: The CI of the company has been systematically implemented in the modern, stylish as well as functional new building. Red and black are the dominant colours that give the headquarters a tasteful, uniform look – inside and out. However, the optical finish-

ing touch on the two big days was provided by the staff in their charming, colour-coordinated red and black outfits in Bavarian style. Under the guidance of company owner Natalie Kober, the team managed the events on both days with their usual professionalism – the long experience of two decades of company history has paid off. A successful event at which guests, visitors and team members obvi-

ously felt comfortable. The modern office building with roughly 1,200 square metres of floor space on two levels and space for ten employees has been completed as the first company building in the new business park located in Karlshuld. In a record time of approx. six months, a remarkable complex has arisen which not only Natalie Kober is proud of: "Everyone involved has put their heart and soul into





Many customers used the in-house trade show to learn about the new rooms of Amedea.



The new, stylish ambience and interested customers also motivated the exhibitors.

the project, so it is not least because of the commitment of Bernhard Huber of the company Haas Fertigbau that it was completed on time." Natalie Kober sent a special thank you to Mayor Karl Seitle and the administrative staff member Thomas Schulz. "I was allowed to build here before the area had been fully surveyed and marketed. We were always given quick and efficient assistance."

#### **EVEN GREATER CUSTOMER PROXIMITY**

Kober awaits even more customer proximity and more presence in the region due to the relocation into the eye-catching building with a black-silver aluminium carbon

façade. "We have achieved great things and are now highly motivated," says Natalie Kober. No wonder, because the employees feel at home here thanks to the generously designed, light-filled rooms and new sound system. Above all, they benefit from a large packaging room which offers them much more space when working. Underfloor heating, a ceiling cooling system and new height-adjustable tables in the embroidery section ensure more comfort, and great views provides relaxing moments. "The new building was a good decision as AMEDEA and AdwainA have improved a lot, says the company boss. And not least, the staircase designed in red res-

in shows in which direction the future is headed: upwards.

#### **AN INFORMATIVE DAY**

The opening ceremony in the marquee with invited guests was accompanied musically by singer C. B. Green. The highlight of the evening was a great fireworks display. The next day, visitors were able to take a look at the new rooms, to look over the shoulder of staff embroidering and printing, and to obtain information about trendy promotional materials at the in-house trade show. A fruitful and informative day for all interested customers.

[www.amedea-werbepraesente.de](http://www.amedea-werbepraesente.de)





An ideal venue for all involved in the marke[ding] Switzerland: the Lucerne Fair.



## MARKE[DING] SWITZERLAND

# WELL ON THE WAY

The marke[ding] Switzerland completed its second appearance in early June 2016. This promotional products trade show for distributors and industry customers, which takes its orientation from the successful concept of the already well-established marke[ding] in Vienna and Wels, was once again held in the Lucerne Fair.

The organizers and hosts, the Swiss education and marketing experts at promoFACTS, orchestrated this trade show platform, which is still something new for Switzerland, with the aim of shining a bright light on promotional products and the versatility of haptic advertising. "This trade show wants to be an innovation and information platform that is a meeting-place, source of inspiration, and symposium for the promotional products industry. It shows the varied potential of visual and haptic advertising, and offers visitors a wide-ranging overview of the service offer and use

of promotional products, examples of best practice, and innovative concepts," is the organizers' creed.

### ALL SPONSOR AGENCIES AGAIN ON BOARD

Aimed at the Swiss sponsor agencies and distribution partners that use this trade show platform to invite their industrial customers to Lucerne to demonstrate to them the potential effectiveness of promotional products, the marke[ding] Switzerland was held this time in the prestigious Hall 1 of the fairgrounds, in which the innovations were able to be presented more clearly and

with a clearer structure on one level. All seven of the sponsor agencies convinced by the premiere were once again on board: Pandinavia AG, CPT AG, Polydono AG, Cadolino by comTeam AG, E7 Promotion GmbH, kw open AG and diwerbeartikel gmbh. In the centre of the hall was the "Point of Haptic", a showplace of lectures that were interesting and well worth listening to, as well as workshops on everything to do with marketing to all the senses and the multisensorial theme of promotional products. Around this were grouped 97 international promotional products manufacturers and suppliers with their latest offers.

### IMPORTANT CUSTOMERS ON SITE

"In the new trade show hall, we had one-and-a-half days of professional competence, many promotional products ideas, and exciting lectures at the 'Point of Haptic' as well, which were very well attended. Even on the second day, an impressive speaker was on hand in the person of keynote speaker Janis McDavid. The visitors to the trade show were of decidedly outstanding quality. However, this year's 900 visitors did not quite equal last year's 1,000, although





The showplace in Hall 1 of the fairgrounds: larger, more open, more clearly structured than last year.

1,600 had signed up. The sponsor agencies were able to greet all their most important customers at the trade show, though," says Michael Mätzener of promoFACTS in his initial evaluation.

#### **FORTY-FIVE PER CENT MORE INQUIRIES**

"The trade show was highly praised by exhibitors as well as visitors, thus reinforcing the need for an annual rhythm. Now it is time to get started on the follow-up work. With more than 2,800 inquiries – that is 45 per cent more than the previous year – all sponsors are certain to meet the expectations of the exhibitors with adequate sales," Mätzener sums up, adding, "As organizer, I can only extend my huge, hearty thanks to all the sponsors, exhibitors, visitors and participants who made this marke[ding] Switzerland so unique." The third event is already scheduled to be staged on 16 and 17 May 2017 at the same location. [www.marketing-schweiz.ch](http://www.marketing-schweiz.ch) <



The stands of the sponsor agencies were situated right at the left and right of the entrance area, where inquiries and orders for promotional products were processed.

#### **TALKING TO MICHAEL MÄTZENER**

### **VERY POSITIVE FEEDBACK**



Michael Mätzener, head of the organisation, talking about the second [marke]ding Schweiz.

**Mr. Mätzener, the second edition of marke[ding] Schweiz is now behind you.**

**What is your initial assessment?**

A very positive assessment. The second edition was a very successful event with a good product mix, lots of motivated exhibitors and support agencies and very satisfied visitors. The quality of visitors was excellent as all the major customers of the support agencies attended the trade show. We only have to continue to make every effort to improve the number of visitors and to increase the awareness of the trade show so that we can attract even more potential visitors to the trade show next year. The „Point of Haptic“ and a lounge, which took centre stage to discuss haptic advertising, were a good and important step forward in demonstrating the competence and professionalism of our industry.

**What was the initial feedback from the inviting promotional product agencies and from the exhibitors?**

Most of them felt the trade show was a resounding success with a very positive feedback. The sponsors made every effort to attract customers, but ultimately they >>





In the centre of the hall was the “Point of Haptic”, the showplace of interesting lectures well worth listening to concerning the multi-sensorial theme of the promotional product.



Visitors to the marke[ding] were regaled with plenty of new insights and aha moments related to haptic advertising.

succeeded in attracting ‘only’ 60 per cent of all registered visitors to the trade show. Therefore, as far as visitor numbers are concerned, there is still plenty of room for improvement. Even more important was the quality of the visitors who came from all over Switzerland.

#### **Is there any feedback from the visiting industry customers?**

Indeed, this is very positive. The first visitors have already expressed their appreciation for an interesting and fabulous trade show. It certainly demonstrates that such a trade show is necessary in Switzerland in order to do justice to our industry and to the „promotional product“ as a marketing tool.

#### **What are the strengths of what is still a relatively new trade show format for Switzerland, and what arguments are there for exhibitors, support agencies and visitors to participate at this trade show in the future?**

As mentioned earlier, we want to position the promotional product as a haptic instrument even better, deeper and more broadly in the marketing mix. This works very well with a single promotional products trade show for the industry in Switzerland. The competence of the selected support agencies and the versatility of the exhibitors and their possibilities are ultimately reflected in the quality of the visitors. The fact that all corporate groups and companies which shape the economy in Switzerland attend this trade show speaks for the justification of such a trade show with a clear focus.

#### **What are your future plans and will you maintain the event schedule of the marke[ding] Schweiz?**

Yes, we will again be holding the trade show in Lucerne next year, on 16 and 17 June. Together with other national marketing events as well as the University of Lucerne, Lucerne has developed into a “marketing city” in Switzerland. Moreover, it is geographically in the centre of Switzerland and the evaluation of the visitors from all postcode districts, especially the Zurich area, shows that we are on the right track and at the right location.



The evening of the first day of the trade show came to an end in a get-together with culinary accents for the hosts and exhibitors.

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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.

29.11.2016	Düsseldorf	9.00 - 17.00 Uhr
01.12.2016	Olten (CH)	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	9.00 - 17.00 Uhr
29.09.2016	München	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

**stapag** agentur  
für neue  
kommunikation

## 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.

25.10.2016	Düsseldorf	9.00 - 17.00 Uhr
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Die Referentin  
**Dipl.-Ing. Birgit Jussen**

Quality Matters  
Beratung für  
Nähtechnik & Qualität  
In Kooperation mit  
der Akademie für  
Textilveredlung



## SEMINAR

### „GRUNDLAGENSEMINAR: TEXTILE WARENKUNDE“

Durch das Grundlagenseminar wird dem Teilnehmer die textile Produktionskette erläutert und die wichtigsten Grundlagen über Fasern, Stoffe und Veredelungen werden vermittelt. Es wird erklärt, welche textilen Fasern natürlichen Ursprungs und welche künstlich erschaffen sind.

20.09.2016	Düsseldorf	9.00 - 17.00 Uhr
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## SEMINAR

### „GRUNDLAGENSEMINAR: KENNZEICHNUNG VON TEXTILIEN“

Das Grundlagenseminar soll einen ersten Einblick in den Dschungel der Textilkennzeichnung geben. Es werden die entsprechenden Verordnungen bzw. Gesetze, deren Ziele und Geltungsbereiche erläutert.

11.10.2016	Düsseldorf	9.00 - 17.00 Uhr
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\* Die Seminare, die das PSI Institute in Kooperation mit der Akademie für Textilveredlung mit Birgit Jussen anbietet, kosten € 185,00.

Weitere Informationen und Anmeldung  
unter: [psi-network.de/seminare](http://psi-network.de/seminare)

Ein Angebot vom PSI Institute





Imposing kick-off location: The Kohlrabizirkus in Leipzig.

## NEWSWEEK 2016

# BUSTLING BUSINESS ACTIVITY

On 30 May, Newsweek launched this year's tour of Germany's promotional product landscapes. Like last year, the tour got underway at the traditional Leipzig venue. Around 90 exhibiting suppliers and six cooperating promotional product distributors were delighted with the large number of customers.

**W**ith the participating distributors Kunze Werbung, Hallbauer Werbeartikel, Abakus Riesa, G.Promo Gietzelt, Hampl & Hampl Werbearartikel and Klötzner Werbemittel, the „turnkey trade show for promotional product distributors and con-

sultants“, now established for 13 years, recorded an increase in the number of consultants at the very first trade show venue compared to last year, which continued at the other venues in Berlin, Hamburg, Wuppertal and, in the second week,

in Munich, Nuremberg, Stuttgart and Frankfurt. „What is particularly pleasing is the huge increase of registered consultants. And as far as the visitor numbers are concerned, I am also optimistic. We hope to crack the 4,000 mark this time,“ says the managing director of GWW, Ralf Samuel, who was again responsible for organising Newsweek. The venue of the season opener was once again the „Kohlrabizirkus“ in Leipzig, one of two heritage-listed former wholesale vegetable market halls with impressive cantilevered concrete domes.

### PERFECTLY ORGANISED

The other venues were also impressive and contributed to the resounding success of Newsweek with their appeal. With their concentrated mixture of promotional classics and their latest product developments, the exhibiting companies once again presented a variety of products from the world of haptic products comprehensively and





The distributors involved at the respective locations had set up their consultant stands in individual, clearly recognizable areas.



Even on the opening day in Leipzig there was a lot of activity.

vividly, enabling the invitees of the promotional product distributors as well as professionally advised visitors to choose from an abundance of effective products for their own corporate marketing. The culinary delights on offer also left little to be desired. Good transport connections and a smooth organisational flow also guaranteed optimum conditions for another successful tour. All participants were thus once again well prepared at each of the eight locations for interesting as well as goal-oriented talks which led to concrete inquiries and quite often to direct orders.

#### GROWTH ALMOST EVERYWHERE

Following a lively start, Newsweek continued to develop in a dynamic and bustling fashion. Newsweek 2016 grew significantly in terms of numbers of consultants as well as visitors. Although Leipzig recorded a slight decline with 412 visitors (2015: 450), the other locations of the tour schedule more than compensated for this small decline. Numbers increased almost everywhere. The „Berlin“ location in the centre of the capital, the former railway station and later Postbahnhof on the Berlin-Dresden line which opened in 1875, played host to 611 interested visitors. Especially the Hamburg location „Schuppen 52“, a clas-



Impressive: The historical town hall of Wuppertal.



The success story of this year's Newsweek also continued unabated on the final day in Frankfurt.



The suppliers' experts advise how promotional products work most effectively.

sic quayside shed from the imperial era right at the water, with a magnificent view over the Elbe of Hamburg's city panorama, recorded a sharp rise with 533 visitors (2015: 303). The first week ended at the Historische Stadthalle Wuppertal, a building in splendidly lush Wilhelmine style, which according to the operator is „one of the finest concert and conference halls in Europe“ (486 visitors).

#### RECORD ATTENDANCE

The second week began in Munich at the Postpalast, the former parcel depot built in the heart of the Bavarian capital between 1924 and 1927, where 427 visitors were registered (2015: 398). In the ambience of the Meistersinghalle in Nuremberg, a concert hall inaugurated in 1963, the exhibitors and promotional product distributors welcomed 456 visitors (2015: 435). In Stuttgart 498 visitors came to the Porsche Arena, opened in May 2006, and finally in Frankfurt 651 visitors were registered in the proven Panorama Hall in the forum of the trade show grounds. Ralf Samuel was to be proven correct with his initial forecast because with 4074 visitors Newsweek significantly exceeded last year's result (3823 visitors). <

#### TALKING TO PATRICK POLITZE

### A YEAR OF SUPERLATIVES

On the fringe of the final day of Newsweek 2016 in Frankfurt am Main, we had the opportunity to speak to GWW President Patrick Politze about the first Newsweek under the aegis of the new General Association. Patrick Politze not only looked back at this year's promotional products trade show, he also took a look at the year 2017.



#### After day 8 of Newsweek 2016, what is your initial conclusion?

On the whole, it was a year of superlatives. With around 4,000 visitors, we achieved a new record. Overall, we recorded a growth of over ten per cent. In Hamburg alone, we had an increase in visitors of 70 per cent. What has been satisfying at all locations was the continuous public traffic. This was also confirmed by the exhibitors. We are glad to hear this, of course. Especially as we had almost 100 exhibitors. Moreover, there were also 150 promotional product distributors who came with their own counters.

#### Newsweek had a modified concept this year. What was it like?

We worked on the stand concept. More space for the stands, which was beneficial for the whole atmosphere and created a more open character. In addition, we opted for a reduction in the number of products. Our motto was: a maximum of ten exhibits. This should also provide more time for talks. It is important to bring together the competence of both consultants and suppliers.

#### Even though Newsweek has existed for 13 years, it was also a bit of a premiere. After all, it was the first Newsweek under the aegis of the new general association GWW. What effect do you think this has had?

We see greater confidence among the promotional product distributors. This is due not least to the new General Association. We are now a large group. This has once again given the whole thing a huge boost.

#### After Newsweek is before Newsweek. Have you already made plans for 2017?

In any case, we want to optimise the stand design. We are also going to give some thought to the choice of venues. This does not involve the locations, but the venues are being scrutinized.





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The second edition of PRÄSENTation presented itself in a perfect setting.

## PRÄSENTATION 2016

# A RESOUNDING SUCCESS

At the end of April, PräSENTa Promotion International invited guests to its second promotional product in-house trade show PRÄSENTation 2016 in Haan. The thoroughly prepared event with 41 exhibitors from all over Germany boasted reputable exhibitor names including Lamy, WMF, Güde, Samsonite, Troika and Richartz, and was a rousing success.

In the spacious premises of the in-house logistics centre, PräSENTa presented the diversity of the promotional products world and showed the trendiest and most successful products in the areas of customer loyalty, promotional gifts, give-aways and business gifts. In addition to product presentations, visitors were able to participate in hourly guided tours of the warehouse and the print shop: During live demonstrations, visitors witnessed the printing of three-dimensional objects with a pho-

to in the digital printer, the lasering of metal items such as pens, and classic screen, pad and transfer printing on typical objects. Everyone who had his “reward card” filled in by visiting at least 20 stands received a premium quality Lamy pen with customised engraving as a gift – an offer that visitors made extensive use of.

### INTERACTIVE TOUR

Under the motto “The Path of the Promotional Product,” PräSENTa provided an exclusive insight into its five service areas



called business units: Full Service, Industry, Creation, Print and Logistics. Equipped with a neutral coffee mug from the Industry unit, visitors were able to experience an interactive tour during which all finishing stages were experienced live. The tour started with the graphic designers in the Creation unit, who together with the visitor created an individual design; it was possible to freely choose the motif, font, size and colour which were created on site at the computer. From here the tour continued to the Print unit where the customised design was applied to the cup using sub-





The guests of the Präsen-ta in-house trade show were extremely interested in new haptic marketing impulses.



Visitors received a colourful sample portfolio of promotionally effective give-aways as inspiration.



The visitors were able to experience an interactive tour which encompassed all the finishing stages live.

limation printing. As a final highlight, the visitors collected their customised cup in the Logistics unit, wrapped as a gift. "With the path of the promotional product, we show our visitors what services are behind the individual units," says managing director Thomas Herriger.

#### PRÄSENTA CELEBRATES ANNIVERSARY IN 2017

The in-house services offered by Präsen-ta were very popular. The Präsen-ta team was particularly pleased to see not only quite a few new faces among the 233 visitors, but also many representatives of their

full-service customers, some of whom had travelled long distances to attend PRÄSEN-Tation 2016. They all brought back a wealth of inspiration and ideas for their next collections. A further edition of the successful in-house trade show is planned for next year. The exact date has not been fixed yet, but there is plenty to look forward to because "2017 is a special year for Präsen-ta – we will be celebrating our 60th anniversary," announces Thomas Herriger.

#### POWERFUL FULL-SERVICE PARTNER

Founded in 1957, Präsen-ta Promotion International GmbH is a specialist for extraor-

dinary and innovative promotional products. With its five independent business units Full Service, Industry, Creation, Logistics and Print, Präsen-ta sources both large internationally operating industrial companies as well as medium-sized companies from the region. The full-service agency is headquartered in the historic Christian villas in the Solingen city centre and operates an in-house printing and logistics facility with a high-bay warehouse in Haan. Präsen-ta currently has about 60 employees.

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







## WELLNESS AND HEALTH

# EVERYTHING THAT IS GOOD FOR YOU

In order to stay fit and healthy, people invest heavily in their well-being and quality of life. According to figures from the economic research company Global Insight, the annual turnover of the wellness industry in Germany alone is estimated to be around 73 billion euros.

**I**t is no secret that health is based on a balanced relationship between physical exercise and mental relaxation. Even the ancient Romans knew about the interaction of mind and body. The term “wellness” also refers to a holistic health concept. It comes from the English language and was first mentioned in 1654 in a dictionary. The importance of the then “wealnesse” was quite simply “good health”. In the present time, the sector has long since developed into a huge industry. This not only involves employees providing a soothing massage, but also those working at a sauna or swimming pool. Fitness and cosmetic studios with solariums as well as lifestyle foods are further examples. A host of hotels and travel agencies advertise with the wellness label or at least offer wellness weekends and wellness holidays. And there is even a “Global Wellness Day”. The promotional products industry supports this ongoing trend with a wealth of diverse promotionally effective products. <





## ALL'S WELL IF HANDS ARE WELL!

**W**hen it comes to appearances, the first impression counts most. This also applies to hands. Here nothing should be left to chance, but to professionals. Ruderer brand manicure sets are pros at grooming nails and are part of the Solinger Broch GmbH product range. The cases made of high-quality Saviano leather are "Made in Germany" and provided with high-quality Solingen instruments: combination cuticle/nail scissors, nail file and tweezers. The first-class Solingen scissors are still made professionally and largely by hand. Hand-sharpened scissors blades and through-hardened edges stay sharp for a long time. The leather cases are ideal for applying advertising messages by means of blind embossing. By the way, they come in blue, yellow, green, red, and orange.

PSI 43717 • Walter Broch Nachf. GmbH & Co. KG • Tel +49 212 338175

info@broch-nachf.solingen.de • www.broch-nachf-solingen.de



## WARMTH AND COSINESS

**C**herry pit pillows originated as an age-old Swiss home remedy and provide warmth for many a minor ailment. Even if nothing hurts, they provide comfort and relaxation, warm up cold feet, stomach, breast and neck. Anyone who would like to gift this sort of pillow should inquire with Multiflower. Here there are cherry pit pillows in red, green, blue, yellow, and white. The standard 24 x 24-centimetre pillow can also be supplied in other sizes. Advertising can be applied on orders of 100 or more.

PSI 45974 • Multiflower GmbH • Tel +49 6223 866560

info@multiflower.de • www.multiflower.de



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



## STRONG MUSCLES – HEALTHY BODY

**I**nspirion has a dumbbell called Stronger in its range for all those who want to promote their health. This stalwart piece of training equipment helps strengthen the muscles in the torso. The handy dumbbell weighing 1.5 kilograms is perfect for fitness and rehabilitation. Thanks to its anti-slip surface, this exercise aid lies well in the hand and does not harm the floor when laid down. Anyone who works up a sweat while exercising need not worry about skin contact, for this fitness implement is free of PAH and phthalates. The dumbbell comes in blue and magenta, and makes a strong impression on customers when advertising is applied.

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

## ALWAYS ON THE SAFE SIDE

**W**alkers, skaters, cyclists, hikers, pedestrians, and runner are always on the safe side with the safety clip from Krüger und Gregoriades. The red LED light (continuous and flashing light) ensures that you are more easily seen in the dark. Just attach the clip to your shoe (appropriate shoe width: about 6 – 8.5 centimetres), push the button to switch on the LED light, and your leisure time fun can begin. The product is splash proof and weatherproof, and comes in a gift box with batteries included.

**PSI 47203 • Krüger & Gregoriades Im- + Export GmbH • Tel +49 40 73102180**  
**info@kg-hamburg.de • www.kg-hamburg.de**





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PROMOTION FOR LIFE





## FRUIT KEEPS YOU HEALTHY

**A**dvertising has a healthy effect at Kellermeister Manns, since fruit is practically predestined as an advertising vehicle for businesses involved in the areas of health, nutrition, or fitness. Whether at a sporting event, a trade show, or a convention, a healthy apple always goes down well! The customer logo is applied with food colouring ... or if you prefer it wholly natural, on a tag. The offer also includes apple fitness chips, apples and pears (provided with a customer logo), and a so-called sport apple, also with customer logo.

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

## HOT STONES

**N**o, this does not refer to a rock band, but rather to the Hot Stone Set from elasto. The pleasant feeling of the warming stones is now available for home use. Nine basalt massage stones in various sizes are heated in hot water and convey the warmth deep under the skin. To achieve the best results, arrange the stones at strategic points on your back, legs, feet, arms and palms, nape of the neck, and shoulders. Simply close your eyes, enjoy, and let your tired muscles regenerate. Three of the stones have lettering on them and therefore not only please the skin but at the same time are a great eye catcher. The set comes packed in a tear-proof cloth bag with a drawstring, which can be individually finished.

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



## COOLING OFF WHILE WORKING OUT

**S**weating goes hand in hand with doing sports in the summertime, regardless of whether you are jogging, doing training exercises or enjoying recreational sports. For these types of occasions, there is nothing like using a cool refreshing towel on your face and neck to cool down. The 30 by 100 cm 'Refresh' towels only have to be dampened with water and then they can be used to absorb the sweat from your body and cool off your warm skin in a refreshing way. The towels are made out of polyester (Eketo-grade D3) and come in the colours light blue, light green and light grey. They are delivered in reusable plastic containers with a snap hook.

PSI 42811 • Boomerang SAS (Citizen Green) • Tel +49 9369 9849974  
office@citizengreen.de • www.citizengreen.de





## CULTIVATING STYLE

One may call it a travel kit, a toiletry bag or a washbag: One thing is certain, however, the “Retro” from Halfar cultivates the currently trendy vintage style in the finest way. Retro is indeed a modern development of the popular synthetic leather bag. The colour selection is typically black, anthracite, orange, navy, red, green and royal blue. The contrasting zips perfect the retro design. A new detail is the finely perforated upper side. The promotional bag expert Halfar has also provided the new cult bag with a handle. Incidentally, the bag is well protected against splash water and humidity thanks to the PVC-free synthetic leather. Inside, the retro offers enough space for shampoo and the like with its main compartment and two pockets. A zipped front compartment complements the storage space. On the outside, the iconic item becomes a successful promotional bag when it is finished with a logo. This is made possible by using screen printing, embroidery or doming.

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

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VOGUE XL SI VIS  
0-0136 SI VIS





## PERFECT THIRST QUENCHER

**A**S is offering a large number of summer teas packed in individually printed packets. The fine, fruity taste of the tea provides vigour and vitality, and is an ideal summer thirst quencher. Whether on the patio, after sports, or on a nice walk, this refreshing tea always tastes good! Various kinds of tea in individually aroma-sealed teabags are available; of course, there are also organic quality teas. The packets can be individually printed according to customers' wishes, and an eco-carton is available along with the high-gloss version.

PSI 42676 • AS Advertising Support Werbeträger Vertriebs GmbH

Tel +49 4104 9198356 • info@as-advertising.de • www.as-advertising.de

## EASY LOCK FLASK

**F**ill it, close it and lock it! No more little accidents with your drinks! The lid is lockable and therefore avoids any risk of leaking or spilling. The unique design of this flask allows you to drink conveniently and safely with one hand directly from the flask. The lid is easy to keep clean for optimal hygiene and can even be washed in the dishwasher. The size of the flask is suitable to place in any car drink holder. This double wall stainless steel vacuum flask keeps your drink warm for up to 6 hours or cools for up to 4 hours and has a capacity of 450 ml. Further details direct at Xindao.

PSI 42771 • Xindao B.V. • Tel +31 70 3199900

h.vanhouten@xindao.nl • www.xindao.nl



## TENSION RELIEF WHEN TRAVELLING

**G**ams Wellness recommends its travel candles as an unusual gift or for an extraordinary advertising campaign. These come in an unbreakable can with a lid to close it and provide for soothing relief of tension. Various aromas are available.

PSI 45698 • Gams Wellness • Tel +49 8532 926552

info@gams-wellness.de • www.gams-wellness.de



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am 27. September 2016  
im Hotel Inside by Melia in Düsseldorf

am 28. September 2016  
im Hotel Steigenberger in Bad Homburg

am 29. September 2016  
im Hotel Bayerischer Hof in München

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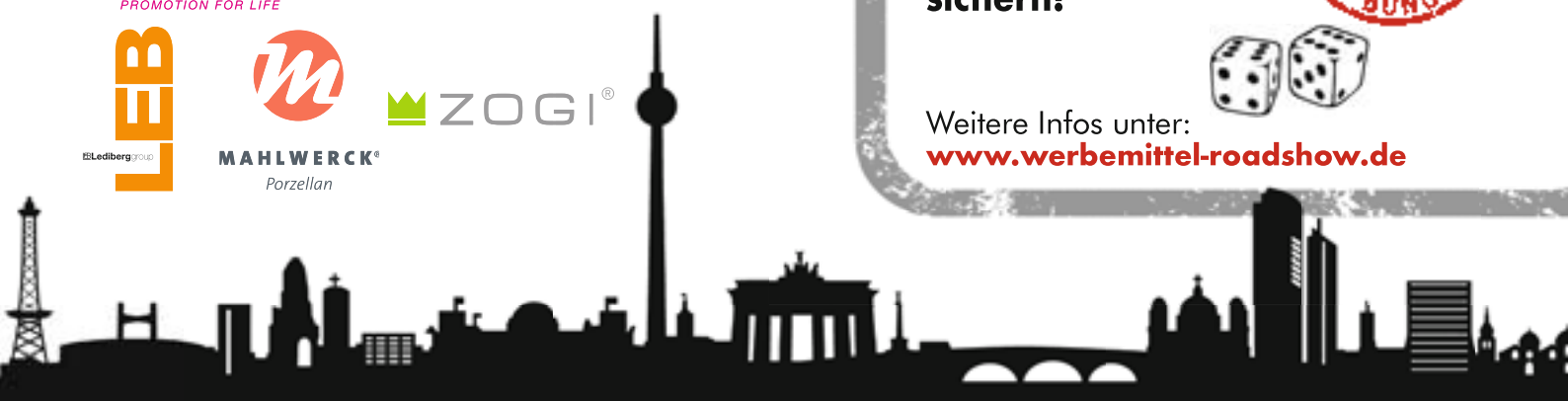
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**[www.werbemittel-roadshow.de](http://www.werbemittel-roadshow.de)**







## AT EVERY STEP AND TURN

**H**ere advertising really makes a move: those who are on their feet all day need the best protection for feet, heels and joints. Brecht Profashion GmbH offers a wide selection of durable, strong and fashionable attractive socks and stockings, which can be adorned with logos and lettering according to customer specifications. The footwear, which is ideal for corporate fashion, merchandising and promotional campaigns, keeps feet warm and ensures optimum foot protection.

**PSI 48274 • Brecht Profashion GmbH • Tel +49 7252 7900**  
**info@brecht-profashion.de • www.brecht-profashion.de**

## ALWAYS AT HAND

**T**he popular SwissCard line from Victorinox, consisting of SwissCard Quattro, Classic and Lite, is now being given a feminine addition with the name of SwissCard Nailcare. Based on the well-known, practical credit-card dimensions, no handbag or sports bag should be without this attractive lifestyle accessory. In perfect order, thirteen practical helpers are at hand, from toothpick to tweezers, magnifying glass, scissors, nail file up to ballpoint pen, whereby the glass nail file represents a highlight. The choice of three transparent or translucent colours, red, black, and ice blue, give the SwissCard Nailcare a fashionable appearance. The back of the SwissCard has space for logo lettering in up to six colours.

**PSI 44281 • Victorinox AG • Tel +41 41 8181211**  
**261@victorinox.ch • www.victorinox.com**





## INSPIRED BY THE FAR EAST

**R**ituals turns everyday routine into special moments with attractive, luxurious products. Inspired by ancient oriental traditions, each product tells its own story. When manufacturing its products, Rituals combines carefully selected ingredients with advanced technology, also in the Hammam series for women and men. The Hammam is one of the oldest purification customs of the world. With this steam bath experience from the Orient, the body and mind are purified. The centuries-old tradition inspired us to create a modern Hammam collection for home. By adding rosemary and eucalyptus, the products clean, smooth and nourish every skin type. Just close your eyes and enjoy your very personal wellness ceremony. Trendfactory BV is responsible for the delivery of Rituals products to resellers.

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



## SAFETY FOR OUTDOOR SPORTS

**J**oggers, walkers and other outdoor fans are extremely endangered, especially during the dark winter months, because they are hard to see. The Safety Light from Spranz (also found in the current catalogue under Metmaxx LED Torch FitnessLight) provides for more safety. The light can be attached to the arm or foot, so that its bearer can be seen from far away. Of course, it is splash proof, in contrast to cheap copies. Batteries and instructions are included.

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

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## VITAMIN-RICH AMBASSADOR

**T**he current Jung product range also features the new Apfel Cubes mini-bag, filled with tasty pieces of dried apples. The bag made of white or transparent film can be individually printed all over. Apfel Cubes is the perfect advertising ambassador and ideal as a likeable, lightweight and vitamin-rich giveaway.

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

## JUST RIGHT FOR A SPA DAY

**T**he right bag is necessary for a spa visit. It should have lots of room, a firm quality, and a strong bottom, like the Prato, an item found in the Joytex GmbH product range. Made of high-quality PP non-woven material, Prato has enough room for towel, bathrobe and such. Thanks to its long handles, the bag can comfortably be carried over the shoulder. Joytex bags made of water-repellent nonwoven material are thus ideal advertising vehicles for spas and swimming pools. Advertising messages are applied in four-colour printing.

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



## FEEL-GOOD EXPERIENCES

**T**he bath set called Sauna from Giving Europe provides perfect wellness experiences. It consists of a stylish wooden pail, a brush, a shower sponge, a bath sponge, and a pumice stone. The pail can also be used to pour water over heated rocks in the sauna. On the whole, the set improves the look and functionality of every bathroom. Advertising can be applied by means of pad printing.

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



## THE NEW AGE ACTIVITY TRACKER

**T**he revolutionary smart bracelet Neatfit band brings retail standards and innovation to the promo market. Unique stylish design, high-quality materials and high-end software makes it a perfect activity tracking bracelet. Neatfit band combines all the latest tracking features: IPX5 water resistance, heart rate monitor, pedometer, sleep monitor, activity goals & statistics, call/message notifications. Available in any pantone color for both silicone band and metal plate with several branding options. Even the app can be customised for each project. It's a perfect gift for millennial audiences and corporate health programs. Preorders start July, 2016, minimum order quantity from 1,000 pieces.

PSI 49337 • aiia limited • Tel +380 44 580 8800

sales@enjoy-aiia.com • www.enjoy-aiia.com



## LIP CARE “MADE IN GERMANY”

**L**ip balms from the specialist KHK in Cologne have long been known for their high quality and wide range of colours, shapes and attachments. At its in-house laboratory, KHK is constantly improving lip care formulas and has them checked by independent institutes. The vegan formula “Nature”, for instance, is certified in accordance with the high standards of the recognized natural cosmetics label NaTrue, and if desired, the seal is printed. In the case of the special formula for men, “Planty for Men”, a hops extract makes rough men's lips supple and also smoothens them with shea butter; mint oil gives them a pleasant freshness. Attractive 4c-printable cards are also available as an additional advertising space for custom printed lip balms. Lip balms and dispensers in lots of variations are available at KHK from just 300 pieces.

PSI 46131 • KHK GmbH • Tel +49 221 9854730

sales@lipcare.de • www.lipcare.de



## GROOMING SET IN A FELT POUCH

**T**he pedicure set by Hermann Flörke GmbH offers the recipient everything that's needed to present oneself with well-groomed feet, just like straight from the professional salon. The set contains a double-sided exfoliating foot file, a nail cleaner, a classic sapphire file made of quality Solingen steel and a set of toe spreaders. The foot file is hygienically protected in a storage box, available in bright colour nuances or simply transparent. Customised advertising can be applied via digital printing in up to 4 colours on all items in the set. All tools are beautifully presented in a pretty felt pouch.

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

## HEALTHY START TO THE DAY

**S**ometimes time is of the essence. Breakfast is dispensed with, countless cups of coffee are consumed and eventually you are overcome by a tyre around your middle. The solution is so simple. Health drinks are a good alternative to a caffeine shock and dispensing with breakfast. And they also contain a good mixture of vitamins & the like. The Reflects-Golborne shaker helps you to find the right balance of ingredients because measuring ingredients is easy using stamped measuring units. The finished drink can be tasted right from the mug. It is made of stainless steel and can be finished using laser engraving.

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





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## SMART THERMOMETER

**S**mart thermometer from Dragon Gifts is another great new item in the market created to simplify our daily lives. This smart wireless thermometer is a safe, hygienic, compact and ultra portable device that can measure body, object, liquid or ambient temperature through an application on your smartphone, both Android and iOS. This device would be especially useful for parents as it makes checking body temperature of a baby, temperature of milk or bathtub water incredibly easy. In addition, it uses a very low amount of energy, which means you can count on it anytime anywhere.

**PSI 49304 • Dragon Gifts CLA Magellan LTD • Tel +7 922 2288684**  
**info@dragon-gifts.eu • www.dragon-gifts.eu**

## SWEET YET HEALTHY

**A**nyone who pays attention to what they eat often gives up sweets. But this is not necessary, since B&B has a snack on offer that has very few calories: natural, organic buckwheat bars, free of gluten, GMOs, lactose, and refined sugar, and even suitable for vegans. Instead, they contain plenty of enzymes, minerals and vitamins. They are manufactured according to RAW food guidelines. There is a choice of three delicious flavours: honey, wild berry and chocolate. Advertising can be applied to the packaging in various ways. The supplier indicates a minimum order quantity of 200.

**PSI 47460 • B&B Produkt Promotional Sweets • Tel+48 22 7246165**  
**office@promotionalsweets.pl • www.promotionalsweets.pl**



## WITHOUT GUILTY CONSCIENCE

**T**aking a break in the sun can be enjoyed even more with the right protection. The sun lotion from Kundenpflege Wellness & Care is ideal for this purpose. It is produced in Germany, supports the natural protective function of the skin against UV rays during sport or recreation and is available with sun protection factor 15 or 30. The company offers the skin care tubes in the practical standard sizes 20 ml and 50 ml from stock. Further beneficial products in a tube – Made in Germany – can be found on the Kundenpflege website.

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

## MEINE NALGENE FLASCHE

Everyday 1 Liter – grau

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Flaschentyp  
Flaschenfarbe  
Deckelfarbe



### SIE BESTIMMEN

Logo  
Motiv  
Druck  
Platzierung



## REVOLUTIONARY PEDOMETER

The Fit-Pro pedometer from Kasper & Richter, item no. 391720, is a real innovation. Ultra-lightweight, ultra-modern, and adapted to every need, it can be carried everywhere: in a trouser pocket, breast pocket, jacket pocket, on a lanyard, a necklace, or even on a key chain. Thanks to its unprecedented 3D motion G-sensor technology, this pedometer makes it possible for the first time to reliably record the steps of its "bearer" independently of its wearing position. What is more, the extensive technical possibilities of Fit-Pro are also quite impressive. Among other things, the display shows cumulative steps, daily steps, duration of training, calorie consumption, and distance traveled, input of personal daily step targets and much, much more ...

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



## POINTS OF REST

An attractive key chain pendant available from Troika not only catches the eye with its three parts – Buddha, lotus blossom, and OM sign – but also reminds us to take a break now and then. This is because breaks are all too often forgotten when things get hectic. So take a deep breath, make your mind a blank, and fill up on fresh energy with the OM sign, Buddha head, and lotus blossom – the three power symbols of oriental wisdom and yoga. The pendant is made of cast metal/enamel with a polished chrome finish. Advertising is applied as desired by means of engraving on the Buddha and/or on the OM sign. Engraving is free of charge on orders of 100 or more.

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

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## CONVINCINGLY HOT AND COLD

**F**LSK has designed a fresh, modern bottle for daily use that manages to keep beverages hot for eighteen hours and cold for twenty-four. At the same time, all FLSKs are BPA free, tasteless, and made of high-quality type 304 stainless steel. Thanks to the sheer endless possibilities for individualizing, advertisers can score with their own colours and eternalize their logo on every bottle by means of laser engraving so that customers and partners are always reminded of the giver. The lovely tube box packaging can also be individually designed so that even the very first impression of this bottle is convincing.

PSI 49134 • FLSK Products GmbH • Tel +49 89 8563 3346  
hallo@flsk.de • www.flsk.de



## WELLNESS FOR THE HOME

**N**ew from Frank Bürsten is the face care set in a cotton bag (item no. 185) – the ideal promotional product for the topic of wellness for the home. The bag has everything in it that is necessary for soothing facial cleansing: a facial brush, a little sponge for face care, and a high-quality cleansing milk. The product comes in a choice of black or natural white cotton. The facial brush intended for a pleasant scrub promises to alleviate tension. The facial brush is also available singly from Frank Bürsten. On request, Frank Bürsten GmbH can place an individual company or advertising logo on the facial brush.

PSI 41853 • Frank Bürsten GmbH • Tel +49 7673 888650  
info@frank-brushes.de • www.frank-brushes.de

## “ENLIGHTENED” BUDDHA

**T**his Buddha in the lotus position brings peace and tranquility to every home. The candlelight illuminates the Buddha figure, thus enhancing the feel-good atmosphere even further. The original tea light holder is not only an eye-catcher inside the home, but is also pleasant and calming to watch in the garden or on the terrace.

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





## GIVING BEAUTY

Individually branded beauty and wellness sets beautify the day: at hotels with a personal touch as well as a gift for customers and business partners. With Avenue World, PF Concept offers quality products of its own brand Season. As of August, there will be two new Wellness sets of shower gel and body lotion with a delicate aroma of white cotton. This Alden Bath & Body Set is packaged in an exclusively designed gift box and includes 250 ml bottles with White Cotton shower gel and body lotion. For travelling, PF Concept offers a travel set of products with 50 ml bottles: The Fields Travel Set is packaged in a practical, transparent pouch and can thus be easily taken aboard an aircraft.

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



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Service-Hotline 0 76 43/801-17



## PURE BEAUTY – PURE PLEASURE

**B**eauty does not have to be something that is fleeting: The creative team at DK Verlag in Munich has proven this with the very special campaign they came up with for their customers Philips and the cosmetic brand Annayake. There are only a few regions in this world which truly stand for beauty like Asia does. The campaign's elegance is due to the way that they linked Philip's high-quality electric facial brush called Visa Pure Advanced with the right Asian-inspired beauty products. The DK Verlag turned this already high-quality combination into a successful and special well-rounded set by compiling suitable beauty tips in a book with visual and haptic appeal. The book clearly explains how to take care of your skin and how to use the products. The set consisting of the book, a brush and several products comes in an exclusive duo-box, which is a special beauty subscription box from the perfumery Douglas. This set has true longevity, because even though the products will run out at some point, the book will always remain at hand. Anyone who is looking for special, high-quality books to use as give-aways will be in good hands with the innovative team at DK Verlag.

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

## GOOD THINGS FOR THE RECIPIENT

**T**he Baltimore bath set from Easy Gifts GmbH is a high-value present that guarantees wellness and nothing but for its recipient. It consists of body lotion, shower gel, a pair of socks, and a pumice stone (100 millilitres each of body lotion and shower gel). The aroma is olive. An advertising message is communicated by a sticker on the transparent box.

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







## HEALTHY INDOOR CLIMATE

A poor room climate influences the growth of toxic mildew. The temperature station WS 9422 from Technotrade gives perfect control, allowing quick and simple monitoring of indoor climatic conditions. Appropriate LED alarms for humidity and mould warn users early and without noise. In addition to the display of indoor temperature and humidity, a 12-hour humidity history is also shown. The storage and display of minimum and maximum values, as well as a dew point indicator round off the features of the weather station. Thanks to its modern design – with coloured room comfort display and extra-large LCD display – the WS 9422 is an ideal device for all business and private environments. Enhanced with a personalised promotional message, the station leaves a perfect and lasting impression.

PSI 43817 • Technotrade Import-Export GmbH • Tel +49 3375 216050

info@technotrade-berlin.de • www.technoline-berlin.de



## WELLNESS FOR THE TASTEBUDS

The incredibly delicious peach fruit gums from Kalfany Süße Werbung not only have a fruity-fresh appearance, but also supply an extra dose of vitamins. With 10 per cent fruit content derived from concentrated fruit juice, the intensive peach flavour remains on the palate for a particularly long time. Not only the content is refreshing – also the crystal clear or white promotional bags with a size of 100 x 75 millimetres can be adorned with fresh colours and an invigorating promotional message – entirely according to customer preferences. The fruit gum peaches are manufactured by Kalfany Süße Werbung according to IFS certification standards.

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

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



## MOLESKINE B2B DISTRIBUTION

# EXPERIENCE THE BRAND

Exclusive Gifts B2B GmbH has set itself the goal of convincingly communicating the appeal of a global brand. As an official supplier and finisher of the Moleskine product portfolio for the promotional products market in D-A-CH, the Hamburg-based company passes on this enthusiasm to its trading partners and coaches them individually to become Moleskine brand ambassadors.

Since January 2013 Moleskine has been participating as an exhibitor at the PSI Trade Show. The Italian manufacturer of the legendary notebooks owes its successful entry into the promotional products industry to the concept of the German Moleskine partner Exclusive Gifts B2B GmbH (EG). As a specialist in the distribution of foreign brands for resellers, the corporate group was able to convince Moleskine with its long-standing industry knowledge and

sophisticated concept for the promotional products industry.

**VALUE ADDED WITH A GLOBAL BRAND**  
In 2012 Moleskine commissioned Exclusive Gifts as „Official Moleskine B2B Distributor“ to set up B2B distribution in all German-speaking countries (Germany, Austria and Switzerland) as well as in Scandinavia. A decisive contribution was also the long-standing expertise of Exclusive Gifts in terms of finishing. The Hamburg-

based company personalises all Moleskine products quickly, efficiently and with high quality in Germany – with a minimum order quantity of just 10 notebooks. Customers can choose from around 300 articles and 7 different finishing techniques. The delivery time for each project is 3 to 4 weeks.

**CONVEYING ENTHUSIASM**  
The sole EG suppliers authorized by the Milan-based company have since contrib-



Here is a finished  
Cahier model

As promotional products, the classic notebooks (here with examples of accessories) are also gifts of individual appreciation.

## MOLESKINE CUSTOM EDITION

uted considerably towards spreading the brand power of Moleskine products in the promotional products industry. After four years, the brand is now very well positioned in the promotional products industry and enjoys great popularity as a true brand ambassador. EG strives to spread the sustainable promotional effectiveness of the global brand Moleskine in the D-A-CH region by expanding its distributor network and is currently looking for motivated and brand-savvy promotional product distributors. „Moleskine is ideal for distributors who already advise their customers on branded goods and sell them,“ explains Martin Hopp, Sales and Marketing Manager at Exclusive Gifts. „Moleskine is a brand that is synonymous with appreciation and solidarity among the target groups. Therefore, the brand is authentic. The global expansion of the brand can be attributed mainly to this phenomenon,“ says Hopp.

### BECOME A MOLESKINE BRAND AMBASSADOR

To convey the appeal of this brand as con-

vincingly as possible, EG offers distributors goal-oriented sales and marketing tools to convince the most discerning (end) customers within minutes of the use of personalized Moleskine products and the philosophy behind it. „In the quotation phase, it is important that the distributor takes this philosophy into account. The target group usually knows Moleskine from private use and would now like to link this brand message with corporate values. Only then is a brand authentic and elicits a high esteem,“ says Hopp. „We want to take our trade partners with us on this journey and train them as part of our one-hour training to become a Moleskine brand ambassador. Another important aspect is to clearly position the brand product in customer

### Smart and yet convincing: Custom Editions from Moleskine.

projects and not to get mixed up in a price or technological discourse,“ says Hopp from experience. „Distributors often find it difficult to face up to this line of argument and to convey the benefits of the brand to the customer. Me2 products never create an emotional connection and appreciation like a brand product does!“

#### INDIVIDUAL TRAINING

The training sessions offered by Exclusive Gifts communicate this marketing concept in an efficient manner, taking into account the individual requirements of the distributor. Numerous promotional product specialists are now working successfully with Moleskine products. And for good reason: „Moleskine helps companies to tell their story and thereby highlight their own appeal to the desired target group,“ says Martin Hopp. „Even after four years, distributors still contact us to add Moleskine to their product portfolio. Simply sign up with us in Hamburg and allow us to write your story together.“

[www.exclusive-gifts.com](http://www.exclusive-gifts.com)







© Bühner Werbemittel GmbH &amp; Co. KG

## CLASSIC CALENDARS ARE GAINING POPULARITY

# SAFE HARBOUR IN THE DIGITAL TIDE

The calendar market is booming. Since 2005, the sales and turnover figures in the retail sector have risen by 25 per cent. One of the main reasons: Where smartphone & the like must fit, the qualities of the paper calendar really flourish. The new popularity of classic calendars can also be seen as a phenomenon that appeals to various target groups, linking the digital natives with the analogue world.

**T**homas Bühner, Managing Director of Bühner Werbemittel GmbH & Co. KG, cites an example of how calendars claim their rightful place in the modern workplace. „I recently visited one of our customers. As I stood at the reception in the company foyer, I watched five young people of the new media generation. With their mobile phones at the ready, they were

standing around a poster calendar we had produced and together they were scheduling their next appointments. They repeatedly pointed at the calendar before eventually recording their appointments in different colours. I was excited! This scene showed that the classic calendar remains indispensable for scheduling among the young generation. „This experience

was not only gratifying for Thomas Bühner. The poster calendar hung as a promotional calendar of a local taxi company and the contact information enabled the group to arrange pick-up dates. A practical example of how well promotional calendars work.

## PIONEER IN PROMOTIONAL CALENDARS

Founded in 1970, Bühner Werbemittel is a pioneer in promotional calendars. The success story of the Stuttgart-based company started with the invention of the poster calendar – long recognised as a classic. Today the owner-managed company in the second generation offers a comprehensive range that is continuously expanding with innovative products. In addition to all popular types of calendars, notebooks and selected promotional products are also offered. As an experienced calendar specialist, Bühner Werbemittel supports its customers with creative and technical expertise. This results in individual promotional messengers, adapted to the corporate design and corporate identity of the customer, as well as to the target group, intended purpose and communication objective. The possibilities of customisation range from the design modification of a catalogue product to a customised design, from an elegant understated look to a striking eye-catcher.

## CONTEMPORARY AND VERSATILE

The latest development underlines once more how important and desirable analogous planning instruments are, regardless of the target group. „Whether it be in the workplace or in their private lives – the classic calendar is simply a must,“ explains Thomas Bühner. „Among other things, as a simple poster it facilitates team planning in the office. The tradesman swears by his little pocket planner, travel enthusiasts enjoy breath-taking scenery photos, shipping companies prefer multi-month calendars – to name just a few examples. Universally popular is the diary in which personal impressions are recorded, information is gathered, memories are created.“



14 months conveniently at a glance thanks to colour differentiation: As a brand ambassador, the poster calendar DATA communicates inter alia future orientation and organisational skills.

#### UNBEATABLE: HAPTIC PROMOTIONAL MESSENGER

The underlying reasons for the newly blossomed love of print calendars correspond with findings of neuroscience. What we can grasp with our own hands raises our attention and is assessed as real and trustworthy. Haptic calendars make the fleeting dimension of time not only tangible and manageable, they also give us a feeling of security in our hands. They neither fail to function due to dead batteries nor do they lose data. Against this background, calendars are recommendable as ideal ambassadors for advertising and promoting sales. They are continually in view and at the ready as useful everyday companions. As summed up by a recent study by GWW (Gesamtverband der Werbearbeitelwirtschaft e.V.), haptic ambassadors achieve recall rates of 78 per cent. Thus they surpass the values of comparative media by a long way. Even the second placed radio achieves a recall rate of only 32 per cent for the sender.

#### THE POWER OF COLOURS

Among the latest innovations are promotional calendars that open up new scope for colour design. As Thomas Bühner emphasizes: „Colours enhance promotional impact because they are closely linked

with a symbolic significance and leave a distinctive impression.“ The 4-month calendar „Rainbow“ gleams in dark red and orange, green, light and dark blue. Both the image/promotional motif and the calendar can be adapted to the corporate design of the customer. The poster calendar DATA sorts 14 months at a glance with 14 rainbow colours. Thus the perfect criteria for an individual appearance – right up to absolute freedom of design: Thanks to innovative technology, diaries can also convince with a four-colour printed graphic cover.

#### SUSTAINABILITY IS INCLUDED

A commitment to sustainability provides for the green note. Most of the Bühner calendars are already printed on FSC-certified paper. The use of sustainable products and corporate management was also a decisive reason for Bühner Werbemittel to join AG Zukunft. The members of this corporate initiative – eight medium-sized brands – also share the conviction that target-group oriented calendars and high-quality print promotional materials continue to be of great benefit for both the recipient and the sender. The current development proves them right. <

4-month calendars as promotionally effective eye-catchers: The new „Rainbow“ is inspired by the colours of the rainbow.

#### AG ZUKUNFT

Members of AG Zukunft are committed to environmentally safe and sustainable products, and to value creation and preservation of quality jobs in Germany and Central Europe. Values that connect, are lived and communicated. Under the umbrella of AG Zukunft, seven German manufacturers and one Italian manufacturer of calendars and other high-quality print promotional materials are committed to products which they are convinced of: sustainable, measurably effective promotional materials with high benefits for recipients and senders. With its new, networked online portal, AG Zukunft provides information about new products, scientific studies, psychological backgrounds, sustainable developments and the latest trends.

[www.ag-zukunft.com](http://www.ag-zukunft.com)

[www.buehner-kalender.de](http://www.buehner-kalender.de)



## E-MAIL MARKETING IN THE MAIL-ORDER BUSINESS

# STUDY FOUND SHORTCOMINGS

Although every fourth euro in online trading comes from an activity initiated by an email, the issue has not been fully exploited. The latest Absolit study on the e-mail marketing by 41 leading mail-order companies reveals major flaws. Ninety per cent have legal complaints, four even dispensed with the double opt-in.

**S**earch engine email marketing is the most important source of revenue for the trade. Nevertheless, companies do not actually make available enough resources for this. “Good e-mail marketing is a question of staffing”, claims the head of the study Dr. Torsten Schwarz. However, there appear to be changes since 46 per cent of German companies are increasing

their budgets for email marketing. Other sectors are in a worse position. While mail-order companies on average fulfilled 64 per cent of the 40 criteria analysed by Absolit, only 52 percent of insurance companies met the criteria.

### LEGAL COMPLAINTS

Mail-order companies score slightly better as multichannel distributors which were

studied by Absolit in 2015. Whilst multi-channel distributors understand the subject of mobile services better, mail-order companies have more professional greeting programmes for new prospects. “Alarmingly, however, legal flaws in e-mail marketing were detected among 37 of the 41 companies studied,” said Schwarz. A positive aspect was that the newsletter was accessed with no more than one or two clicks. However, only 22 per cent offer the possibility to indicate specific interests in order to customize the content.

### GREETING CAMPAIGN IS OFTEN LACKING

According to the study, 83 per cent of companies provide a friendly greeting e-mail. However, only 18 per cent took the opportunity to offer a proper greeting campaign. “In such cases, the opening rates are considerably higher in the first e-mails sent by a company than in subsequent emails,” says Schwarz. Images were not always displayed. Only one in five e-mails was still legible without images. Many distributors also struggled with the smartphone: Every second mail had a far too small font. And 82 per cent lacked important short summaries for mobile devices. The situation with the smartwatch was “even worse”: 44 per cent were not readable.

### ROOM FOR IMPROVEMENT

Not only is a legally secure login mandatory, but also a hassle-free withdrawal. Only one quarter of the companies enable “unsubscribe” with a simple click. Usually it is more cumbersome. In 7 per cent of the cases, the statutory notice of withdrawal was missing altogether. “Plenty of room for improvement” was the bottom line of the study. – Absolit advises companies on the integration of emails in the marketing mix. Studies on newsletter software and email addresses give clarity to the market. Seminars provide the latest practical know-how. The complete study and a free limited version can be found at:

[absolit.de/Versandhandel](http://absolit.de/Versandhandel)





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## MULTI-COLOURED AND MULTITALENTED

**C**rayons, watercolours, and coloured pencils – the Stabilo woody is truly multitasked. The advertising possibilities on the pen and the case make this extraordinary three-in-one pen a particularly impressive advertising vehicle. With a break-proof XXL refill in eighteen bold colours, the Stabilo woody promises no end to drawing fun. It writes and draws on many different surfaces, such as paper, glass or metal. The robust wooden pen is extra thick, thus providing more space for advertising messages. It is hard-wearing and therefore can be used and seen for a long time. Made entirely of PEFC certified wood, this pen can be used as a promotional product without feeling guilty about the environment. The Stabilo woody is a particularly effective advertising vehicle as a box set, since the box case offers additional advertising space and can be custom designed according to customer specifications. Available on orders of only 1,000 units.

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



## THE ULTIMATE IN STEREO SOUND

**T**he Corner Bluetooth-Speaker Nm-313 from Nestler-matho offers innovative stereo technology. Features that stand for the ultimate in spatial acoustics. Two of these speakers can easily be coupled together in the set, which makes for perfect stereo sound. Terminals without Bluetooth can be connected by way of an AUX input. Another advantage is the hands-free function. A keypad ensures optimal handling. Measuring 7 by 7 by 4 centimetres and with a light weight of barely 221 grams, the speaker easily finds a place for itself everywhere. The Nm-313 comes in black ex warehouse, as well as in red, blue, and white through direct import on orders of 1,000 or more, and can be ordered individually or in a set. An especially elegant look is given to the product by a glossy finish on the metal front.

**PSI 41816 • Nestler-matho GmbH & Co. KG • Tel +49 7221 2154-0**  
**info@nestler-matho.de • www.nestler-matho.de**



## A PASSION FOR CALENDARS

The 2017 Planet Earth calendar from Ackermann Kunstverlag counts off the days of the year with fantastic landscapes and spectacular panoramas. On each page, the beholder is immersed in majestic landscapes that immediately cast their spell. This wall decoration with its impressive size, workmanship and picture quality shows the most beautiful places on Earth – and does so with a positive ecological balance because this calendar, like all Ackermann products, is made in Germany and printed on paper from sustainable forestry, making it climate neutral. A perfect promotional calendar for every company. The twelve monthly pages with a transparent flyleaf and certificate of authenticity also contain a bilingual calendar (German and English).

PSI 40604 • Ackermann Kunstverlag • Tel +49 89 4512549273  
info@ackermann-kalender.de • www.ackermann-kalender.de



## CONSTANT COMPANIONS

The Power Banks from the Vim Solution GmbH are always convincing! Due to the timeless and elegant form and colours the Q-Pack Tubby (A100116) and Q-Pack Solid (A100115) are never be out of fashion. Your Smartphone will always have a full battery – you can rely on that. Both Power Banks are available with capacities from 2000mAh – 3000mAh. Request a sample and our customer advisors will inform you about all the possibilities of refinement.

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sales@vim-solution.com • trader.vim-solution.com

# OFFER A MOMENT TO RELAX



## SEASONS



## IT'S ALL GO IN DECEMBER

**J**ung Bonbonfabrik has launched an awesome Advent calendar novelty on the market and is early to offer new opportunities to convince advertisers to use Advent calendars. A new model is "Advent Calendar Round" containing 23 Lindor mini-balls from Lindt & Sprüngli. Behind the 24th door is a bonus for Christmas Eve: a small, exclusive Lindt chocolate bar. The calendar consists of a cover sheet of cardboard and a deep-drawn part in an elegant chrome sheen. Starting from 100 pieces, the calendar can be printed individually. At the same time, atmospheric Christmas motifs can be selected, which can be supplemented with a slogan and company logo. The variety of application possibilities for design is especially noteworthy. Round logos, Advent wreaths, a clock and much more can easily be depicted and appeal with an impressive effect. Samples are available on request.

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



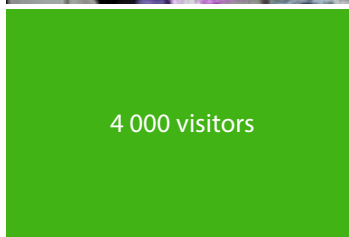
## BRAND NEW "ACTIVE DESIGNS"

**S**tedman is presenting its new Active Work-Out collection. Early this year, Stedman launched its new Performance T-shirts and tops in the modern mottled look and with excellent ease of movement. Active women can now enhance their endurance in the Stead Active Performance Pants (ST8888) in brand new designs. Inspired by running leggings, these sports pants offer a functional fit that accentuates the figure with a moisture-regulating material. Men will run their best time in their own Active Performance Pants (ST8866). This material dries quickly and is ideal for training, or as a second layer in cold weather. The new sports pants for men come in black opal, for women in future pink, universe, asphalt and black opal.

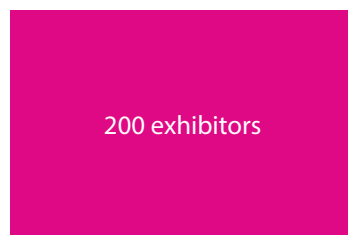
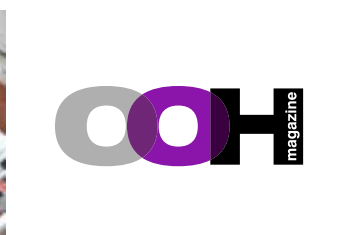
However, the new collection not only has sports pants on offer: five varied designs for men and women mix up the Interlock-Styles Active Sports T-shirt. This very elastic material gives these styles a comfortable fit with excellent moisture regulating properties – the perfect combination of functional performance and an athletic look. Alongside the nine established colours, the Active Sports T-shirt for men (ST8000) now also comes in future black, reflection, structure and universe. In addition to the ten established colours, the Active Sports T-shirt from women (ST8100) now also comes in future pink, reflection, structure and universe. The new Stedman styles are also easy to enhance. And the fast-drying materials regulate skin moisture. Flat seams and a perfect fit enable frictionless training. More on the Stedman Active Styles at: [www.stedman.eu](http://www.stedman.eu).

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## 100 PER CENT MAJORCA

**S**chärfer Werben has already made a name for itself as a company with clever ideas for promotional products in the technical sector. Now the company, based in Freiburg im Breisgau, has added a new line of products to its portfolio. Culinary specialties from the Balearic island are being presented with an individual label as “100 per cent Majorca”. The products reflect the wide spectrum of Majorca’s gourmet food and offer a very special kind of culinary vacation memories. Oil, vinegar, mustard, jams, almond products, olive products, liqueurs, syrups, spices, honey or wine: lovingly packed in gift boxes or individually labelled, these palate-pleasers exude the taste of Majorca.

PSI 47514 • Schärfer Werben GmbH • Tel +49 761 150769-17

info@schaerfer-werben.de • www.schaerfer-werben.de

## MORE THAN JUST POLO SHIRTS

**T**he Basic range from Clique is full of variety in every respect, with three different polo shirts on offer. The Manhattan Polo scores with a loose cut, tone-on-tone buttons, and an unbeatable price-performance ratio. The Classic Polo has established itself as a bestseller in the range, with an extensive spectrum of colours and sizes. The high-quality Premium Polo captivates with its soft, pleasant-to-wear material with a touch of stretch. All polo models come in various sizes and can be delivered quickly.

PSI 44367 • New Wave GmbH • Tel +49 8033 979120

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## BIT-CHECK FAMILY RESTRUCTURED

**W**era has had a range of drill bits in its range for many years and made a name for itself around the world. In 2016, Wera called everything into question and turned everything upside-down. Hence the product developer at Wera shrank the Bit-Checks so that they are as compact and lightweight as possible. At the same time, the product design was standardized and adapted to the manufacturer's new brand presence. What came out of it all is a lightweight companion that cuts a good figure even on mobile assignments, since it fits into shirt and trouser pockets. The multicomponent material the new Bit-Check is made of is also comfortable: hard materials make it very robust, while the soft material ensures that the bits are securely clamped yet easy to remove. To set it up at the workplace, simply open the Bit-Check. Then the desired tool can be taken out and put back in quickly and easily. Further details at:

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

PSI 48078 • Wera Werk Hermann Werner GmbH & Co. KG • Tel +49 202 4045144  
matuschek@wera.de • [www.wera.de](http://www.wera.de)



## THIRST QUENCHER ON REQUEST

**A** good backpack is an ideal companion in the outdoor season. Especially when it is as easy and convenient to carry as the "Move" backpack from the promotional bags specialist Halfar. Its honeycomb texture with the characteristic honeycomb structure ensures a low weight and good tear resistance. And the tight-fitting and ergonomic cut together with the wide, padded shoulder and hip straps ensure a perfect fit. The Move also displays real sportsmanship thanks to its integrated hydration system available on request. Thus can easily be ordered as an extra. The Move also cuts an impressive figure as a sporty advertising bag. Its colours (black, orange, white, May green and cyan) are ensured exciting contrasts thanks to the grey zips, straps and details. And finishing by using screen printing, embroidery or transfer print gives the backpack an extra touch of individuality.

PSI 45666 • Halfar System GmbH • Tel +49 521 98244-0  
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## STYLISH KNITWEAR

**T**o ensure a successful winter, customers can now discover lots of warm accessories in the myrtle beach collection for their winter promotion campaign. myrtle beach offers really cool items to wear over the ears and around the neck in the form of cuddly-warm trendy beanies and scarves in numerous colours, lengths and knitting patterns. There are also suitable gloves to make sure fingers stay warm. The hot knitting looks can naturally be finished and are therefore ideal for anyone who has a message to convey. Matching the accessories of myrtle beach, James & Nicholson offers hot styles in jackets and hoodies made of high-quality materials. Whether it be for events, sports or promotion campaigns – even in the coming winter season, the Daiber brands will again be focussing on style with function. This includes cuddly blankets in trendy materials.

PSI 42819 • Daiber • Tel +49 7432 7016-800

info@daiber.de • www.daiber.de

## CLASSIC ALUMINIUM

**A**fter the development and CeBIT presentation of the “USB for filing #Generation2”, FiLEREX is now raising the ante with a revived standard edition. The company has rethought this classic and is now offering it with a fresh “Look & Feel” as the FiLEREX Classic aluminium range. Like the original FiLEREX USB for filing, customers can choose between a “white” and “black” edition, each of which can be combined with different caps in the colours of honey yellow, viper green, purple rain, sky blue, and now red. Behind this concept is the approach, developed together with customers, to give the logo the leading role and the maximum effect. The product is made in Germany in quantities of one or more. Along with attractive special sale prices, the FiLEREX Classic aluminium range is on offer with monochrome to four-colour printing and data fuelling up to high-quality gift wrapping in all common gigabyte sizes.

PSI 49155 • FiLEREX Europe GmbH & Co. KG • Tel +49 2196 889481

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45452	CD-LUX GmbH	013	42332	prodír S.A.	001
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49747	Cookie Cutter® - ASSCA GmbH	025			
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49555	Kretzer Scheren GmbH	025	47395	Zwilling J. A. Henckels AG	075
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# TOP PRODUCT TOPICS IN PSI JOURNAL

Are your promotional products a smash hit at every party? Then send us any products related to parties, events and corporate fashion, plus leisure and outdoor looks for the October issue of the *PSI Journal*.

Issue  
**10**  
2016

**FESTIVALS AND EVENTS and CORPORATE FASHION, LEISURE AND OUTDOOR LOOKS**

Copy deadline: 18.8.2016  
Deadline for ads: 5.9.2016

Issue  
**11**  
2016

**SUMMER AND GARDEN and TOOLS, CAR, SECURITY**

Copy deadline: 16.9.2016  
Deadline for ads: 5.10.2016

Issue  
**12**  
2016

**GIVEAWAYS and PREMIUMS, BRANDS AND DESIGN**

Copy deadline: 17.10.2016  
Deadline for ads: 4.11.2016

Issue  
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2017

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Please don't hesitate to contact the PSI Cross-Media Sales Team at any time for assistance.  
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**PSI**

## SUCCESSFUL PSI DISTRIBUTOR DAY AT KÖSSINGER AG

**O**n 7th June 2016 the PSI and Kössinger AG invited guests to the **PSI Distributor Conference** at the premises of the specialist for promotional cups, mugs, glasses and printing techniques in Schierling, Bavaria. The aim of the one-day event was to give PSI distributors a look behind the scenes – not only at Kössinger AG but also at the PSI. Norbert and Markus Kössinger as well as PSI managing director Michael Freter initially greeted guests in the showroom of Kössinger AG.

### EXCLUSIVE INSIGHTS AND SALES TIPS

The next item on the agenda was the **exclusive inspection of the production process**, which was only possible because the manufacturing times were adjusted on this day especially for the event. Separated into small groups, the PSI distributors and PSI team were able to gain a comprehensive insight into the different in-



novative printing and decoration processes. For example, they discovered that the single colour Cold-Colour-Print and the thermoplastic direct print are applied directly to the body of the cup, and in the case of Fine-Art-Print and transfers the image is screen printed onto release paper. During the tour of the production facility, guests were truly amazed and positively surprised that, **in addition to many automated processes, there is still real hand craftsmanship involved in the decoration.** Beyond the information on the technical production aspects, PSI distributors also received practical tips in the area of sales support, for example with the help of the free individual cup calculator ([www.mustermann-tassenrechner.de](http://www.mustermann-tassenrechner.de)). After the informative tour through the Kössinger AG premises, it was time for the PSI team to present the offers of the international promotional products network. This included not only the PSI eBusiness and PSI Sustainability Awards but also a look ahead at the PSI 2017, during which PSI distributors will be able to invite their customers on the last day of the trade show for the first time.

### FOOD FOR THOUGHT AND EPICUREAN DELIGHTS

After taking in so much food for thought it was time to cater to the palate. This was on the agenda for all participants once the official part of the event was over at the beer garden of the neighbouring restaurant “Valentinstüberl”. Whilst enjoying good food and cool beverages, there was enough time to exchange thoughts on the distributor conference and the future of the promotional products industry and pleasantly bring the day to a close. Boosted by the success of this event, further distributor conferences will soon be organised. <

## PSI SUPPORTS PARADISE OF MERCHANDISE

**C**reativ salzburg will take place from **2nd to 4th September 2016** at the Salzburg Exhibition and Congress Centre. Reed Exhibitions Austria is the organiser. creativ salzburg is the largest Austrian B2B trade show for home accessories, gifts and promotional products and looks back at a successful history of more than 40 years. The three-day trade show for placing orders, held on an area of almost 10,000 square metres, is the ideal environment for personal discussions and individual advice. **In collaboration with the PSI a special exhibition of the international promotional products industry will also be held for the first time in autumn 2016 under the motto “Paradise of Merchandise – powered by PSI”.** creativ salzburg offers an excellent opportunity to become established in the Austrian market and to

make contacts on site with key buyers from the specialist trade and mail-order business, as well as decision-makers from relevant sectors in the German speaking region. Last year more than 400 exhibitors from 20 fields and subject areas were represented at creativ salzburg. [www.creativsalzburg.at/pom](http://www.creativsalzburg.at/pom) <



# 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](http://www.psi-network.de/businessperformanceindex)**

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PSI No. 17124	Asia Europe Trade Co. s.a., BELGIUM	
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PSI No. 17069	Base Promotion Services Sp. z.o.o., POLAND	<a href="http://www.base.pl">www.base.pl</a>
PSI No. 17066	bitsinmotion GmbH, GERMANY	<a href="http://www.bitsinmotion.de">www.bitsinmotion.de</a>
PSI No. 17090	Bluhm Werbung und Design, Inh. Grit Bluhm, GERMANY	<a href="http://www.bluhm-werbung.com">www.bluhm-werbung.com</a>
PSI No. 17056	Bodybulldozer, Inh. Richard Szabo, SLOVAKIA (SLOVAK REPUBLIC)	<a href="http://www.bodybulldozer.sk">www.bodybulldozer.sk</a>
PSI No. 17105	Brandcraft GmbH, GERMANY	<a href="http://www.brandcraft.eu">www.brandcraft.eu</a>
PSI No. 17117	CDNZ B.V., THE NETHERLANDS	
PSI No. 17086	Deesart, Inh. Damian Skoneczny, POLAND	<a href="http://www.deesart.pl">www.deesart.pl</a>
PSI No. 17052	Etreus Tech SL, SPAIN	<a href="http://www.etreustech.com">www.etreustech.com</a>
PSI No. 17098	Fitchoice Sp. z.o.o., POLAND	<a href="http://www.fitchoice.eu">www.fitchoice.eu</a>
PSI No. 17111	FSMode Tekstil Sanayi Ve Ticaret Limited Sirketi, TURKEY	<a href="http://www.fsmode.com">www.fsmode.com</a>
PSI No. 17071	Gafbro's limited, UNITED KINGDOM	<a href="http://www.gafbro's.com">www.gafbro's.com</a>
PSI No. 17059	Gedankendenker Inh. Franziska Jäkel, GERMANY	<a href="http://www.gedankendenker.com">www.gedankendenker.com</a>
PSI No. 17130	GIFIC LTD, NIGERIA	<a href="http://www.gificlimited.com">www.gificlimited.com</a>
PSI No. 17070	it fits BV, THE NETHERLANDS	<a href="http://www.itfits.nl">www.itfits.nl</a>
PSI No. 17084	Jakinet Group Ltd, SLOVENIA	<a href="http://www.jakinet.si">www.jakinet.si</a>
PSI No. 17138	JSC Reklamos Kodas, LITHUANIA	
PSI No. 17095	K1 Promotion UG, GERMANY	<a href="http://www.k1-promotion.de">www.k1-promotion.de</a>
PSI No. 17082	Kauppahauone Heikkinen Oy LTD, FINLAND	<a href="http://www.catchyeg.com">www.catchyeg.com</a>
PSI No. 17132	Logopen OY, FINLAND	<a href="http://www.logopen.fi">www.logopen.fi</a>
PSI No. 17125	Longo Deutschland GmbH, GERMANY	<a href="http://www.longo.media">www.longo.media</a>
PSI No. 17115	Marketier Ltd, ISRAEL	<a href="http://www.marketier.co.il">www.marketier.co.il</a>
PSI No. 17120	Marketingincentives Ltd, IRELAND	<a href="http://www.marketingincentives.eu">www.marketingincentives.eu</a>
PSI No. 17137	Maxima Expresion S.C.P., SPAIN	<a href="http://www.maximamx.com">www.maximamx.com</a>
PSI No. 17067	M.L. & S. GmbH, GERMANY	<a href="http://www.mls-advertising.com">www.mls-advertising.com</a>
PSI No. 17112	Mondetta Oy, FINLAND	<a href="http://www.mondetta.fi">www.mondetta.fi</a>
PSI No. 17121	Mooney Clothing Ltd, IRELAND	<a href="http://www.mooneyclothing.ie">www.mooneyclothing.ie</a>
PSI No. 17054	New Promotion AB, SWEDEN	<a href="http://www.newpromotion.com">www.newpromotion.com</a>
PSI No. 17118	New Wave Profile AB, SWEDEN	<a href="http://www.broderuet.newwaveprofile.com">www.broderuet.newwaveprofile.com</a>
PSI No. 17088	NISA-TUOTE Oy MD, FINLAND	<a href="http://www.nisa.fi">www.nisa.fi</a>
PSI No. 17087	Norsk Profilreklame & Gaver AS, NORWAY	<a href="http://www.norskprofilreklame.no">www.norskprofilreklame.no</a>
PSI No. 17079	Ola 1 L.T.D., ALBANIA	<a href="http://www.ola1.com">www.ola1.com</a>
PSI No. 17080	Premieskapet AS, NORWAY	<a href="http://www.premieskapet.no">www.premieskapet.no</a>
PSI No. 17114	Print Consult BV, THE NETHERLANDS	<a href="http://www.printconsult.me">www.printconsult.me</a>
PSI No. 17081	Profil-Trokk AS, NORWAY	<a href="http://www.profil-trykk.no">www.profil-trykk.no</a>
PSI No. 17068	Promosistem Doley Craw Associats s.l., SPAIN	<a href="http://www.promosistem.com">www.promosistem.com</a>

# 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 No. 17058	propotecnics Promociones Tecnicas a Temps S.L, SPAIN	www.promotecnics.com
PSI No. 17107	rekoomunikation International AB, SWEDEN	www.rekoo.se
PSI No. 17055	RMS Agency AB, SWEDEN	www.tings.se
PSI No. 17057	sweets4u LTD, PORTUGAL	www.mysweets4u.com
PSI No. 17141	F.M.A. Fratellimazzier S.R.L., ITALY	
PSI No. 17100	T-Shirt Druck Texi-Flock GmbH, GERMANY	www.texiflock.com
PSI No. 17143	Tumia GmbH, GERMANY	www.bio-kugelschreiber.de
PSI No. 17108	TUPP reklam AB, SWEDEN	www.tuppreklam.se
PSI No. 17134	UTG Unlimited, Kristof Leeman, BELGIUM	www.drukuids.be
PSI No. 17103	v.Gogh e.K., THE NETHERLANDS	www.goghrel.nl

## PSI Lieferanten / Supplier

PSI No. 48226	Harry Bay UG, GERMANY	
PSI No. 49150	Intersweets, Oscar van der Made, THE NETHERLANDS	www.intersweets.nl
PSI No. 49149	MCC BARTLOMIEJ PAKULA, POLAND	www.mccmedale.pl
PSI No. 48301	SL Lederwaren BV, THE NETHERLANDS	www.slbags.com
PSI No. 49622	Wunderle - Blümchen & Ko Heike Bringemeier e.K.	www.wunderle.com



Die kleinen Dinge liegen uns am Herzen und mit ganz viel Fingerspitzengefühl entwickeln wir besondere Dinge für einzigartige Menschen. Wir laden sie zu kleinen Abenteuern ein, versprühen Leichtigkeit, verbreiten Freude und bereichern ihr Leben mit bunten Glücksmomenten. Unsere „Kleinigkeiten“ werden in Werkstätten für Menschen mit Behinderung gefertigt.

PSI No. 49151	Zirve Sapka Ismarket Prom. Ak. San. Tic Ltd Sti, TURKEY	www.zirvesapka.com
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# REVIEW AND OUTLOOK

**A** review of the year is usually made in December. At the pace things are moving in our world today, however, it is perfectly legitimate to take stock in the middle of the year. A lot has happened in the last six months.

There was the phenomenal start to the new financial year with the PSI 2016. Business has since been running at the previous year's level, and for some it has been even much better – solid growth, but also no reason to be euphoric. The last distributor meeting of the PSI in Regensburg in June reflected a positive sentiment. As did the advisory board meetings with suppliers. Everyone's focus is on the future. The challenges of quality assurance, compliance and data exchange remain and will continue to accompany us. At the summer meeting of the German association, the issue of quality assurance was extensively and controversially discussed. Placing

products on the market which are not legally compliant is rapidly becoming a burden for legally operating companies.

In this context, the topic of sustainability continues to gain momentum. The submissions for the second PSI Sustainability Awards have acquired a new quality. A great deal was learned from the previous year. Verifications in the form of certificates, as well as social and environmental initiatives greatly impressed the jury on 16 June. We eagerly await the presentation of the awards in Wiesbaden on 2 September.

We are now looking ahead: Preparations for the PSI in 2017 are in full swing. The ticket shop for the trade is already online. The ticket shop for industry customers who are first admitted on the third day of the PSI at the invitation of their distributors will open on 1 September. A lively discussion is now taking place among the

exhibitors and distributors as to how customers are to be invited, how products are to be presented and advice given at the stands. This discussion is important because the flagship trade show of the industry should increase the acceptance of the promotional product, inspire customers and stimulate business. I wish you all every success in the second half of the year!

Best regards,



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



»The challenges of quality assurance, compliance and data exchange will continue to accompany us.«



# Too many orders?!

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## PLASTIC, THE MIRACULOUS MATERIAL

**P**lastic is a miraculous material. And this miraculous material comes in a wide variety of mouldable materials that can be used for innumerable purposes. What only a few people know, however, is that plastic was not originally a synthetic material: birches provided the first plastic in human history in the form of tar from birch bark. Of course, the manufacture of promotional products would be inconceivable without the molecules called polymers that can be purely synthetic or obtained from natural materials, which is why we are devoting one of the upcoming product themes to them, along with wood and leather materials. In addition, articles from the areas of “paper, packaging, and finishing” are being presented.

**Please give some thought right away to the product theme of the October issue, grouped according to “Festivals and events”, as well as “Corporate fashion, leisure and outdoor looks”, and send your product presentations (image and text) by 18 August 2016 at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail hoechemer@edit-line.de.** <



## PROMOTIONAL PRODUCT LOGISTICS WITH BRAINS

**T**he company ztv offers its services successfully to various lines of industry on the market. Examples of its focal points are promotional products logistics, event logistics and e-commerce logistics. Since May 2016, ztv has been the PSI's Business Partner Plus and will be running the dispatch station at the PSI 2017 for the fourth time: reason enough for a new advertising campaign with the slogan “Promotional product logistics with brains”, which we will be presenting in the next issue. <



## MAHLWERCK HAS ITS SILVER ANNIVERSARY

**T**he promotional ceramic specialists at Mahlwerck Porzellan celebrated their 25th anniversary with a thoroughly enjoyable anniversary festival and 300 guests. The event was held in the Kesselhaus of the Alte Spinnerei in Kolbermoor and thus only a stone's throw from company headquarters. The celebration was the mirror image of a successful yet cordial family enterprise culture. ^ <

### IMPRINT

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