

# JOURNAL



**Andreas and Sandra Vavelidis**  
**inCrystal** Enthusiasm for glass



**Torsten Münich**  
**Global Innovations**  
Magic advertising  
with Open Monitor

## **Product Guide**

Plastic, wood, leather  
Paper, packaging, finishing

## **Most innovative Companies**

Emsa is among the TOP 100

## **PF Concept**

End of Year Collection  
presented

## **25 years of Mahlwerck**

Cheerful anniversary  
celebration



**CRISIS IN CONTAINER SHIPPING**  
**BENEFIT FROM SMART**  
**LOGISTICS SOLUTIONS**

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DIE ADVENTSKALENDER EXPERTEN

## EDITORIAL

# SEIZE THE OPPORTUNITY NOW

**F**or the first time in its history, the PSI Trade Show will open its doors to industry customers for one day on 12 January 2017. I do admit, however, that I am not a friend of the term “industry customer”. At least in the German language, the term is heavily associated with the production and processing of tangible goods – in other words with industry.

But what the heck, the term “industry customer” has established itself internationally even though it may, in a specific case, also refer to the parliamentary secretary of a political party, the managing director of a sports club or even a church organization. The term “industry customer” is also associated with a corporate group or at least a major enterprise. It would be questionable to extend the target groups if this were all that the customer could gain from the offering of the industry at the upcoming PSI. More than 75 per cent of industry turnover is generated by small and micro companies with up to 49 employees. That is the target group that generates turnover. And it is the target group that has increased turnover significantly in recent years, while the turnover generated by medium-size and large companies has merely remained constant.

That is why the “Industry Day” of the PSI is also a great opportunity for those distributors/consultants who have medium-size and family-owned companies as customers. There is still a lot of untapped potential here. This is where 40 to 55 per cent of companies, depending on their size, currently utilise no promotional products at all. In contrast, 78 to 85 per cent of large companies and corporations already do. It should not be forgotten, however, that the really big ones can only receive comprehensive service from the major players. Therefore, everyone should concentrate on what he is capable of doing best – that approach creates lasting success.

So if you want to take your customers along to the PSI and turn a good customer into a more convinced and better customer, you should act quickly. Only distributors/consultants who have registered as a visitor of the PSI 2017 may invite their customer(s) to the trade show. Only then are they assigned a code with which their customer(s) can be granted access as a visitor. Whoever hesitates too long risks seeing his contact being already invited by someone else. There are of course PSI members who will categorically refuse to be involved in the Industry Day for commercial reasons. This is also understandable. The future will show which approach is the more successful.

Anyone who already knows that he wants to take along and develop customers should act now without further delay.

On this note



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



Manfred Schlösser

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## EFFECTIVE MATERIALS

32

The product groups of this section all use materials with specific characteristics that underscore their strengths when used as promotional materials in different ways and in different areas. Be inspired by the innovations on the following pages.



<b>TRENDS &amp; BRANDS</b>	Indian Summer	4
	Enjoyment factor	6
<b>PSI SUSTAINABILITY</b>		
<b>AWARDS 2016</b>	35 nominees are in the running	8
<b>FOCUS</b>	Container shipping: Benefit from smart logistics solutions	24
<b>PLASTIC, WOOD, LEATHER</b>	Promotionally effective materials	32
<b>INDUSTRY</b>	Companies, Events, Markets	52
	TREND 2016: New look for 30th birthday	58
	Senator is sold: Perusa Partners takes over	60
	Polyconcept: Charlesbank Capital Partners takes over	62
	For the third time in a row: Emsa is among the TOP 100	64
	Parzellers Werbemittel: In-house trade show with potential	66
	Geiger-Notes: On the way to becoming a notebook professional	68
<b>PAPER, PACKAGING AND FINISHING</b>	Beautifully wrapped	70
<b>COMPANY</b>	Open Monitor: 'Magic' ways of advertising	92
	5A PLUS: Tailored packaging solutions	94
	PF Concept: End of Year Collection	96
	ztv supports PSI members: Clever promotional material logistics	98
	25 years of Mahlwerck: Anniversary celebrations in Bavaria	100
<b>PORTRAIT</b>	Sandra and Andreas Vavelidis: Enthusiasm for glass	104
<b>NEW ON THE MARKET</b>	Innovative Promotional Products	108
<b>MY PSI</b>	Informations for PSI Members	128
<b>OPINION</b>		134
<b>IMPRINT</b>		136

## BENEFIT FROM SMART LOGISTICS SOLUTIONS

24



Global container shipping has still not recovered from the crisis in 2009. This industry is far too vulnerable to changes in the economic environment and that is why transportation costs belong to the highly variable items in importers' calculations. We have analysed the current situation and wish to show how importers can benefit from smart logistics solutions.

## ON THE WAY TO BECOMING A NOTEBOOK PROFESSIONAL

68



A notebook is a complex product with a multi-stage production process. Reason enough for the notebook professional Geiger-Notes to hold a workshop for interested promotional product distributors and to show the manufacturing process of a notebook. "How do I become a notebook professional?" was the question raised at the production facility of Geiger-Notes in Mainz-Kastel.

## 'MAGIC' WAYS OF ADVERTISING

92



The specialists promotional products and gift items, Global Innovations Germany, enjoy a special reputation when it comes to developing innovative as well as customised promotional products tailored to the respective marketing target. The innovators have now been successful in launching 'Open Monitor', an exciting world first, which we are presenting on these pages.

## ANNIVERSARY CELEBRATIONS AT MAHLWERCK

100



The promotional ceramic specialists of Mahlwerck Porzellan celebrated their 25th anniversary with thoroughly enjoyable anniversary festivities on 11 June. The celebrations took place in the boiler house of the old spinning mill in Kolbermoor/Bavaria just a stone's throw away from the company's headquarters. The celebrations were a reflection of a successful as well as warm-hearted corporate culture.



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#### INDIAN SUMMER

Early September sees the start of the Indian summer which is considered the fifth season in the northeast of North America. This stunningly beautiful natural phenomenon is accompanied by an intense leaf discolouration in the deciduous and mixed forests. Similarly colour-intensive spectacles are offered by the Ruska Aika season in Finland. The Japanese are lured by the Momijigari, which means "chasing autumn foliage", and refers to the traditional custom of visiting the countryside and parks with pretty autumnal foliage in late summer. The exceptional colour happening and experience has long since been discovered by the promotional product industry which offers all kinds of lines and collections with the label "Indian Summer". Appealing colour palettes are also offered by the promotional product industry – even beyond the Indian summer.

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By definition, fun is the pleasure that you have during a specific action. However, fun can also be the pleasure you have with a certain thing, or the joy that it provides. Fun is an expression of happiness. What actually triggers this happiness and pleasure is individual. One thing that is certain, however, is that there are things that many people enjoy. A high-quality promotional product with a beautiful design, a real eye-catcher which simply brings joy, is certainly one of them. The industry has a lot to offer here. Much more than we can fit onto one page of Trends & Brands. We have chosen four products as examples.



JAMES &  
NICHOLSON

men's Baumwolle  
ladies

fun

bio

daiber



## PSI SUSTAINABILITY AWARDS 2016

# 35 NOMINEES ARE IN THE RUNNING

On 2 September 2016, the PSI Sustainability Awards will be presented for the second time. They show how the industry is taking its own initiative on this issue and how the promotional product can be used as a product or part of a sustainability campaign.

**C**reativity and sustainability go well and convincingly together as the Sustainable Products show. No matter if environmentally compatible packages for organic fruit gums, textile pencils made of natural fibres and biopolymers, FSC certified apple holders, including a knife made of domestic red beech, hand-made seed bombs made of earth, clay and seed, or logo loops printed and processed in a CO2 neutral manner, these examples show how sustainability is being accepted on the promotional products market.

### CAMPAIGNS WITH A SUSTAINABLE MESSAGE

However, sustainability is not restricted to individual products. It can also be successfully integrated into a marketing strategy as part of comprehensive campaigns as demonstrated by the nominees in the Sustainable Campaign category. Thus, there are jute bags used to collect jetsam that is then used to manufacture new products in a solar-powered oven, silk scarves and recycled bags combating poverty in a comprehensive project and at the same time

creating jobs, hand-made porcelain cups to go, intended to supplant throwaway paper cups, pencils made of domestic lime wood, or a little manikin growing blades of grass as hair in order to support a foundation fighting an illness caused by a genetic defect.

### MORE THAN 150 SUBMISSIONS

"Sustainability is the topic of the future and the quality of this year's submissions proves that the industry has recognised this fact. That made it that much harder for us to select this year's nominees," says PSI Managing Director Michael Freter. Eight experts from the areas of CSR, recycling, compliance, product safety, and the promotional products industry voted, while a scoring system gave points to the certificates submitted.

### A SPECIAL SEAL CELEBRATES ITS PREMIERE

The seal "Sustainable product recommended by PSI" celebrates its premiere this year. During the jury session to evaluate sustainable products, the jury members could select a product that they would personally recommend. Products with more than 50 per cent of jury votes receive the "recommended" seal. All "Sustainable products recommended by PSI" will be announced after the award ceremony on 2 September. <

# Participants of PSI Sustainability Awards 2016



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# Your Choice!

They're brand new and are making their début at the PSI 2017: the PSI FIRST Club 2017 product launches. 50 mystery products are waiting to be discovered from 10 – 12 January 2017 in Düsseldorf. Select your personal favourites as candidates for the People's Choice Award, the prize for the most creative innovations.



# 01



Karin Pfrommer und Peter Pfrommer  
**Nestler-matho**

---

*“Technique meets  
design – this is the  
crux of what we do.  
And it’s something  
we’re passionate about.”*

The experienced specialists in design and lifestyle products offer a range which is as impressive as it is versatile – and which reflects the company ethos of “Technique meets design” in a vivid and palpable way. Together with their high-performance team, the managing directors Karin and Peter Pfrommer live and breathe this ethos, impressing discerning customers from all over Europe with their functional design products. ●



# 02



Meinhard Mombauer

**REFLECTS** by LM ACCESSOIRES GmbH

---

*“We are REFLECTS.  
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more than just an empty  
phrase for us. And  
our customers know it!”*

We give them everything they need for success in this business: low prices, great products, perfect design, special made-to-order products, in-house processing and competent all-round service. Online or in person: we'll help you and your customers enjoy success. Quickly, reliably and professionally – and with plenty of experience. ●



# 03



Attila András  
**Anda Present Ltd.**

---

*“Making promotional items as unique as possible – in our own creative workshop.”*

We turn creative ideas into exceptional promotional items with an individual touch. We attach a great deal of importance to the printing. Our strengths are our in-house production and unrivalled range of printing options. We want to help develop a successful European promotional product culture – as we'll be proving once again at the PSI 2017. We've put all of our extensive know-how into our PSI FIRST product. ●



# 04



Andrew Klymenko  
**Aiia**

---

*“Our goal is  
to put genuine  
emotion into  
promotion through  
original products.”*

There are two things that we're passionate about: people's feelings and experience. We want giveaways to impress and inspire people in the same way that contemporary art and timeless design do. We're constantly looking for the next innovation, which is why we've committed ourselves to launching a new product every two months to replace the oldest one. ●



# 05



Liudger Böll  
**TROIKA Germany**

---

*“Good ideas are  
one half of the story.  
Groundbreaking  
implementation is the  
other. TROIKA does both.”*

Giving is always emotional. That's why the TROIKA brand is emotional, human and believable – and has such inspiring products, which are characterised by quality and good design. Our brand philosophy: gifts that give pleasure and express values. The fact that we excel at brand management is proved by our winning the 2016 German Brand Awards. The fact that our products are innovative, is shown by our involvement in PSI FIRST. ●



# 06



Derk Niemeijer  
**Die Stadtgärtner**

---

*“We produce  
growing media  
for thriving  
businesses.”*

We want to put some green into all the grey, in all kinds of ways. There is a green philosophy behind all our products: made from 100 per cent organic raw materials, all items are handmade in Germany. We are actively supported by the local branch of the Lebenshilfe organisation. The result? Sustainable promotional products – creating growing enthusiasm. ●



# 07



Uwe Taute  
**J.H. Tönnjes GmbH**

---

*“Advertising on cars  
doesn’t have  
to be boring.  
We provide the proof.”*

Stylish and classy – and guaranteed to be in the visual fast lane. We can turn any car into a genuine eye-catcher. Bright colours, sporty look or bold designs – each and every one of our products is unique and carries a powerful message. We create custom advertising media that are always on the move, yet always reach their target. For all purposes. For all tastes. And always made in Germany. ●



# 08



Wojciech Pawlowski  
**badge4u**

---

*“Badges and More –  
will be our PSI 2017  
motto when we’ll  
be aiming to  
impress visitors again.”*

badge4u is one of the best-known and most successful Polish producers of promotional goods. Besides its core business of manufacturing effective promotional badges and mobile cleaners, the company also offers other extraordinary innovations like the Cardguard that protects RFID 13.56 MHz payment cards from being accessed and their data transferred. Excitement is already rising about the next new product! ●



# 09



David Caspi  
**TEA IS FOR YOU**

---

*“The strength  
of our  
innovative ideas  
lies in simplicity.”*

Tea is a simple way to leave the daily grind behind. It's healthy, it tastes good, there are varieties to suit everyone – making it the ideal promotional item which is to everyone's taste. What do we contribute? We're constantly developing products and accessories that enrich the market and that are unique in their particular form. Innovation with a refreshing touch. ●



# 10



Agathe Boehnisch, Thomas Lehmann  
**Asia Pins Direct GmbH**

---

## *“Asia Pins Direct – Design meets heavy metal.”*

For over 15 years we’ve been turning your ideas into reality: pins, lanyards, magnets, felt products, keychains, microfibre products, ideas for bags and many more. For us, individuality is not just a word, but a desire to provide the highest quality: quickly, reliably and innovatively. None of our products is off-the-shelf. Each product is fully custom-made – with almost any shape, size and design possible. ●



## CONTAINER SHIPPING

# BENEFIT FROM SMART LOGISTICS SOLUTIONS

Global container shipping has still not recovered from the crisis in 2009. This industry is far too vulnerable to changes in the economic environment and that is why transportation costs belong to the highly variable items in importers' calculations. We have analysed the current situation and wish to show how importers can benefit from smart logistics solutions.

**W**hilst in 2012, soaring cargo rates and a shortage of capacity bedevilled importers, today it is mainly the long lead times of ships and the increasingly poor and unreliable logistical services that have an impact on the import business. Although low freight rates may be good news for the importer in principle, they stand for the precarious situation of container shipping and an insecure, crisis-prone market. The current massive imbalance between capacity and demand has triggered a price war among the shipping companies and is an element of uncertainty that makes long-term planning extremely difficult.

#### FREIGHT RATES ARE HIGHLY VOLATILE

To illustrate the extreme volatility of transport costs, first a few figures: In 2012, the cost of a 20' standard container (TEU) from Asia to Germany rose within half a year from around 800 dollars to 2,500 dollars. After continual ups and downs, the price for the same unit in early 2015 was still 1,000 dollars, at the end of the year only about half the amount, and then it continued to fall to about 330 dollars in early 2016. According to the Shanghai Containerized Freight Index (SCFI), at our editorial deadline at the end of July prices have been appreciating noticeably again and now stand at around 760 dollars per TEU. Tomorrow it may be totally different again. Price differences of more than 20 per cent within a short time are commonplace.

#### MARKET IS MORE PRONE TO CRISIS

Container shipping is influenced by various factors. On the one hand, it is strongly dependent on the upswing and downturn of the world economy, which determines the volume of freight (demand for tonnage). On the other hand, it depends on the available cargo capacity of ships (supply of tonnage). Overall, the market is controlled by a complex system of interdependent factors which determine the major parameters for importers, namely freight rates and lead times. If the economy goes through a crisis which thereby reduces the total volume of freight, the

shipping companies suffer losses running into millions. For example, the economic crisis of 2008/2009 and its consequences cost the Maersk shipping company about 500 million dollars in the first quarter of 2010.

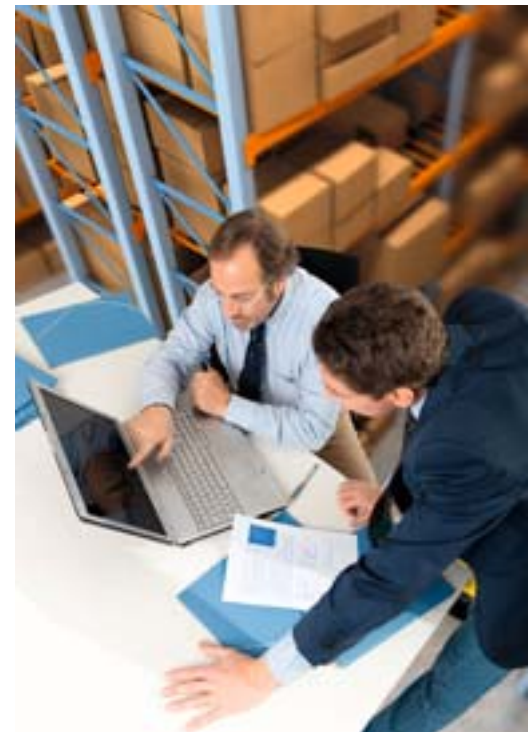
#### WEAK GLOBAL ECONOMY

According to ship owners and experts quoted in the media today, the state of the maritime industry is even more serious than expected, perhaps even more serious than the low point of the crisis in 2009. The main forces impacting the maritime factors are not developing positively, especially the global economic output. The International Monetary Fund (IMF) has again reduced its growth forecasts for the global economy because of the Brexit referendum on United Kingdom membership in the European Union. According to the organisation, global growth of only 3.1 per cent is expected this year. In its last estimate in April, the IMF had expected 3.2 per cent. The forecast for 2017 was also revised downward by 0.1 percentage points and now stands at 3.4 per cent. The World Trade Organisation (WTO) sees world trade burdened with major risks: The end of the growth boom in China, the crisis-prone emerging markets, the economic weakness of Brazil and Russia, but also the increasing instability of financial markets and the persistently low commodity prices have serious growth inhibitors. Although according to forecasts of the German Federation of Wholesale and Foreign Trade (BGA) German exports will grow stronger than world trade at 4.5 per cent, the global demand for freight space (tonnage) will remain at a very low level.

#### CURRENTLY A SLIGHT GLIMMER OF HOPE

Lately, however, there is evidence of a slight ray of hope: According to the RWI/ISL Container Throughput Index, world trade shows a slightly upward trend. The Container Throughput Index of the Rhine-Westphalia Institute for Economic Research (RWI) and the Institute of Shipping Economics and Logistics (ISL) rose from 118.9 (revised) in May to 120 in June. Compared with the flash estimate, the value for May

was revised significantly upwards and there was also a slight upward revision for April. Overall, the situation in world trade is therefore more favourable than expected a month ago. However, this should not obscure the fact that the current index has reached roughly the level that it had been at the turn of 2014/15. According to a notification on 20 July 2016, the flash estimate for June was based on data from 33 ports which handle a good two thirds of the throughput covered in the index.



#### HUGE OVERSUPPLY OF TONNAGE

From the viewpoint of shipping companies, the continued very low demand is met by an enormous oversupply of tonnage, so that the volume of cargo falls far short of the capacity. How did this situation come about? In the years prior to the financial crisis, shipping companies were able to build massive fleets – generously funded by cheap bank loans and ship funds. German banks alone granted ship loans totalling more than 100 billion dollars. Within a few years, Germany had become one of the largest locations for container ships in the world. Many shipping companies



benefited disproportionately from the globalisation boom of the last decade. Until recently, however, the major lenders Commerzbank and the German Landesbanken misjudged the market development. Despite the massive imbalance between supply and demand, the fleet continues to grow:

TEU. Of the 379 container ships under construction, more than 137 ships belong to the category 10,000 to 20,000 TEU. The fleet of container ships is expected to increase by 7 to 8 per cent, and according to the industry publication "Alphaliner" demand is only growing by about one per

in early March, reports "Alphaliner". That is even more than at the previous low point of the crisis in 2009, when ships with together 1.52 million TEU were "laid up", i.e. decommissioned. Among them are a particularly large number of very large cargo ships, because overall the giant ships have proven a failure. The anticipated cost advantages cannot be realised as hoped because super freighters create major logistical and technical problems which can be costly: They cannot be used everywhere, and travel almost exclusively on the route between Asia and Europe. They consume a lot of fuel and cause high demurrage in the ports since loading and unloading are complicated and take a long time. Many port facilities are not designed for such vessels, neither logistically nor in terms of waterway depth. The discussion about deepening the river Elbe belongs to this set of problems. And only the other day there was another accident in the Panama Canal: A giant freighter collided with the lock wall. Since the five-billion dollar and nine-year expansion of the waterway, which was celebrated just a few weeks ago, that was the third accident. Are the new locks already too narrow? That would not be unlikely in view of the race between the shipping companies to secure the largest container ships in recent years. The economic risks of mega-freighters that can load up more than 20,000 TEU are now enor-



on the one hand, ships ordered one or two years ago are now being delivered, and on the other hand new ships were still being ordered until at least 2015. Until the end of last year, new vessels had been excluded from the future internationally applicable environmental regulations. At the beginning of this year, there were 4,233 container ships with an average age of 9.5 years in operation worldwide, 331 of which with capacities between 10,000 and 20,000

cent. According to HWWI (Hanseatic WeltWirtschaftsinstitut), the tonnage growth will be above 7 per cent. The obvious conclusion: Insufficient cargo for too many ships.

#### UNPROFITABLE SUPER FREIGHTERS

As a consequence, the unused cargo capacity has reached a new record worldwide. Container ships with a total deadweight of 1.58 million 20-foot standard containers (TEU) were moored unused in ports



mous. Generally, they only pay for themselves when they are fully loaded. And as we have explained above, this is becoming increasingly unlikely. The fact that the proportion of smaller ships among new vessels is rising again could initiate a reversal of the trend.

#### ECOLOGICALLY QUESTIONABLE DETOURS

The fact that fuel costs have fallen sharply due to the low oil price also has an impact on maritime transport – yet sadly not

only in a positive sense. For many ship-owners, cheap marine diesel only pays off if they make the 6,500 kilometre detour around Africa rather than pay high fees for travelling through the Suez Canal. According to the industry publication SeaIntel (quoted from the news magazine Spiegel), travelling through the Suez Canal costs the container ship Approx. 465,000 dollars; for the Panama Canal it costs 320,000 dollars. Many container ships today travel (most-

ly westbound) on routes that were common over 100 years ago and require more time. However, because of the lower freight load on the return voyage, the time loss can be compensated for to some extent because the vessels can then travel faster. This in turn is feasible thanks to cheap fuel. Economically this may make sense, but it comes at the expense of a huge increase in emitted pollutants. For example, CO<sub>2</sub> emissions on the Asia-Europe route alone rise by around 6,500 tonnes as a result of the detour to Africa. However, according to SeaIntel, the longer travel times could help to normalise the balance between supply and demand to some extent. A network of differentiated dependencies that are often assessed differently by industry information publications as well as various ship-owners and freight forwarders.

#### CONTAINER SHIPPING IN A PERSISTENT CRISIS

All this paints a gloomy picture of container shipping which is characterized by an unprecedented oversupply of tonnage. Particularly the many small charter shipping companies can barely cover their costs. The international shipping lines, on the other

#### LOADING PLAN WITH EXAMPLES OF TRANSIT TIMES AND ACTIONS TO BE TAKEN

Port of shipment	Hong Kong	Xiamen	Shanghai	Qingdao	Dalian	Tianjin
FOB to franco domicile	Approx. 36 days	Approx. 35 days	Approx. 36 days	Approx. 44 days	Approx. 45 days	Approx. 41 days
Sailings Standard	3 x weekly	3 x weekly	3 x weekly	3 x weekly	3 x weekly	3 x weekly
Sailings Express	On request	On request	On request	On request	On request	On request

#### ACTION TO BE TAKEN

ENS cut-off	Thurs. 28.7.16	Fri. 29.7.16	Fri. 29.7.16	Fri. 29.7.16	Fri. 29.7.16	Fri. 29.7.16
Transfer 'FOB'	Day 1, Fri. 29.7.16	Day 1, Fri. 29.7.16	Day 1, Mon. 1.8.16	Day 1, Mon. 1.8.16	Day 1, Sun. 31.7.16	Day 1, Sat. 30.7.16
Ship departure	Day 5, Tues. 2.8.16	Day 4, Mon. 1.8.16	Day 4, Thu. 4.8.16	Day 4, Thu. 4.8.16	Day 4, Wed. 3.8.16	Day 4, Tues. 2.8.16
Ship arrival HAM	Day 33, Tues. 30.8.16	Day 33, Tues. 30.8.16	Day 31, Wed. 31.8.16	Day 40, Fri. 9.9.16	Day 41, Fri. 9.9.16	Day 38, Mon. 5.9.16
Container handling	Day 35, Thu. 1.9.16	Day 34, Thu. 1.9.16	Day 33, Fri. 2.9.16	Day 43, Mon. 12.9.16	Day 44, Mon. 12.9.16	Day 40, Wed. 7.9.16
Import customs clearance	Day 35, Thu. 1.9.16	Day 34, Thu. 1.9.16	Day 33, Fri. 2.9.16	Day 43, Mon. 12.9.16	Day 44, Mon. 12.9.16	Day 40, Wed. 7.9.16
Delivery in DE	Day 36, Fri. 2.9.16	Day 35, Fri. 2.9.16	Day 36, Mon. 5.9.16	Day 44, Tues. 13.9.16	Day 45, Tues. 13.9.16	Day 41, Thu. 8.9.16

hand, are trying to survive through mergers. Overall, great pressure is building up on freight rates, and the risk of dumping prices in the fight for market share is growing. At such times, uncertainties increase, the quality of service suffers, the lead times are longer. For promotional product importers, this is an unfortunate situation that can not only be expensive, but can also put their own deadlines and thus customer satisfaction at stake.

#### FASTER LEAD TIMES ARE POSSIBLE

“Whilst the absolute sea transport from Hong Kong to Hamburg in 2000 was possible in 19 to 23 days, a container ship today needs at least 27 to 32 days on the same route. Depending on the shipper, 42 to 45 days can quickly cumulate until the goods arrive at the destination,” says Klaus Dittkrist of Cargo SEAL. But this need not be, because as a resourceful and professional logistics partner Cargo SEAL has contacts, ways and means to save several days, either during the voyage itself, the



#### OVERVIEW OF THE CARGO SEAL SERVICE

- Reliable partner for sea and air freight
- Professional advice on all services from pickup to delivery
- Personal, controlled door-to-door service possible
- Optimal representation of interests when contacting suppliers
- Freight exchange and FCL optimisation
- Loss prevention and procurement of marine insurance
- Application for customs procedures and execution of all customs clearances
- Development of customised alternatives to be able to avoid combined transport or air freight



procedures at the terminal or at the interfaces between the various means of transport. In more than ten years, the Hamburg-based company has expertly supported many customers in the promotional product industry and knows what counts. Intelligent combinations, for example, of sea freight and onward transport by train or lorry can solve many scheduling problems at a moderate surcharge. Through precise

timing and perfect handling, selected shipping partners and a lot of expertise, Cargo SEAL can offer PSI members a transport time of 36 to 38 days fob Hong Kong until delivery in Germany today. The product is therefore roughly one week earlier at its destination. The last few months have also shown that container services with smaller ships can

be faster. Observing the market almost every week is one of the most important tasks to enable fast, reliable sea transport.

#### INVOLVING AN EXPERIENCED FORWARDER

In any case, perfectly coordinated processes are imperative when importing. An experienced freight forwarder provides flexible and professional import logistics that is optimally tailored to the individual needs

of the importer. Optimum lead times from the Far East to Europe, express handling and freight exchange are the keywords here – everything is geared to gain time for the sea freight and ultimately to avoid expensive options such as sea/air via Dubai, air-freight or transport by train from China to Germany, whenever possible. Accordingly, the forwarder now faces the challenge to establish a reasonable balance of services offered and costs and therefore to offer the importer a helpful, reliable LCL service. Experience shows that well-organised sea freight transport is frequently an advantageous solution. The aim must always be to keep the lead times for all transport processes as short as possible.

#### RELIABLE PARTNERS ARE IMPORTANT

Anyone who always selects the lowest bidder will quickly realize that low prices are often at the expense of poor performance, unreliability and a lack of service. Especially in challenging market situations with long lead times, as we have today, you need a partner who provides personal advice, puts together individual packages and for whom the safety and security of cargo is



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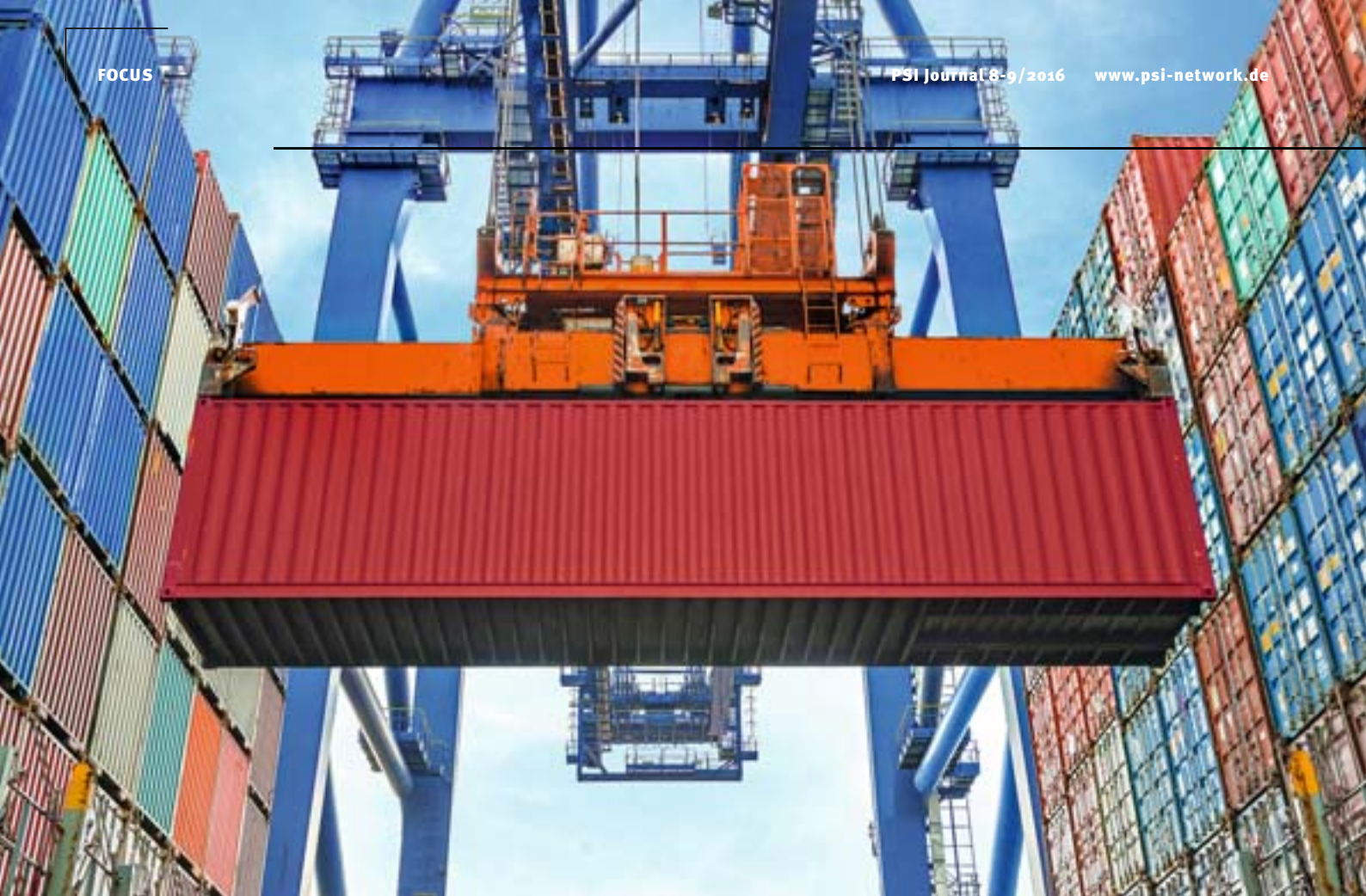
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a priority. Following the fire that broke out in the port of Tanjin in August 2015 in which 170 people lost their lives and nearly 800 were injured, it is now blatantly obvious that something can go terribly wrong at large transshipment ports. Hazardous goods are not marked and not transported and stored properly, the transport documents are not in order or insurance cover is missing, and cargo is carelessly handled: Dittkrist has already seen this and much more and has had to rescue many an importer from the low-cost trap. One such case, for example, is often to attempt to fill the very large 40' containers. Loading and transshipment are cumbersome and therefore take much longer, so the cargo has to be at the port where it is collected up to 7 days prior to the departure of the vessel. As a result, the total lead time is increased by around 7 to 10 days. This long-term timing is especially problematical if delivery from a factory is delayed. So it is better to choose 20' standard containers which can be loaded in a shorter time. "At Cargo SEAL, bulk consignments are not moved; the fo-

cus is always on regular and reliable vessel departure. We do not collect consignments simply to fill maximum container units at the expense of a deliberate delay of several days. Instead Cargo SEAL has special offers involving express handling which ensure decisive time savings," explains Klaus Dittkrist.

#### INDIVIDUAL SOLUTIONS

The customer-oriented service provider only gives such insider knowledge to his clientele. Klaus Dittkrist is constantly developing new ways to solve problems and save the importer time and/or costs. Furthermore, consideration has also been given to the idea of providing PSI members with their own containers which can be loaded at short term. In order to reduce transport damage, it is now possible to use Euro pallets from the factory in China, thus ensuring that the product is well protected and easy to load. Thanks to proprietary offices in Hong Kong and Shanghai, shipments can be coordinated quickly and effectively in close consultation with suppliers and everyone involved. <

Cargo SEAL (Germany) GmbH  
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<http://www.cargo-seal.de>

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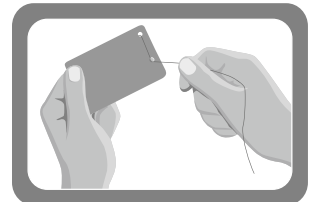
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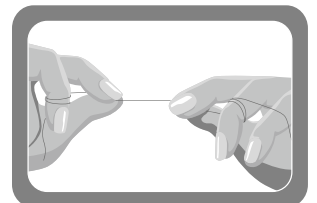


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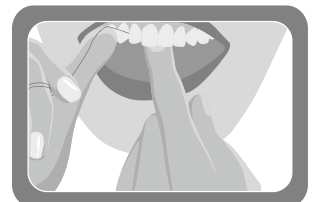
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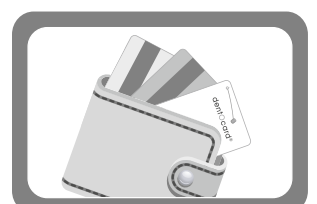
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## PLASTIC, WOOD, LEATHER

# EFFECTIVE MATERIALS

The product groups of this section all use materials with specific characteristics that underscore their strengths when used as promotional materials in different ways and in different areas. Be inspired by the innovations on the following pages.

**P**lastic is a marvellous material. And it is available in a plethora of mouldable materials for a myriad of applications. But what very few people know: The origins of plastic are not as artificial as the word suggests. Birch trees provided the first plastic in human history; birch pitch derived from birch bark served Neanderthals and Homo sapiens as an adhesive in the manufacture of tools. In Mesopotamia water basins and canals were sealed with natural asphalt. In Europe amber was used as a fossil resin for making arrowheads and jewellery. In the Middle Ages, animal horn was transformed in certain process steps into a plastically deformable material. And around 1530, the Fugger family produced and sold transparent plastic horn made from goat cheese according to a recipe of the Bavarian Benedictine monk Wolfgang Seidel. So-called polymers are obtained from natural products or are purely synthetic. As they are of course indispensable for producing promotional materials due to their versatility, we will be devoting one of the upcoming product topics to them, together with the materials wood and leather. <



## INDIVIDUALITY THAT IS MORE THAN SKIN DEEP

**M**ake a good impression, leave your mark and create an aura which is just as individual as your personal style. Staedtler's Corium Individuum fountain pen gives customers the option of placing personal imprints on the fine leather shaft of the pen, which will lend your writing style an unmistakable and unique look. It will turn every writing instrument into a one-of-a-kind pen that expresses your personal style and makes writing a true pleasure. This fountain pen, which can even be ordered starting from a single unit, will win customers over because it is such an unusual and exclusive promotional product which also reflects your personality. The imprint on the high-quality leather is placed around the pen using digital printing, and finishing is completed in the manufacturing process. Corium Individuum comes in attractive gift packaging.

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



## SHARP WITH A TOP ECO-RECORD

**E**cology, innovation and cutting fun with a clear conscience is offered by Spranz with the new bamboo knife, which additionally comes to the recipient in its trendy eco-friendly designer box. The knife is exceptionally comfortable to hold, while thanks to a genuine bamboo wood handle it is managed a top eco-balance. The built-in metal blade, which can be re-sharpened, ensures absolutely sharp results. Customers can find out more about this designer product without a designer price tag in the current Spranz collection.

PSI 41462 • Spranz GmbH • Tel +49 261 984880  
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## A BUSINESS CARD IN THE FORM OF A BELT

**A**t Jutamo they believe the best part of any man's trousers is an expressive belt, which not only prevents them from sliding down but also reflects a man's personal style. What is more, you can be the king among belt wearers if your belt features your own company logo on it. The metal buckles on Jutamo's belt can be engraved using light and dark colours and the belt comes in three different types of leather: a used leather look in 'hunter' brown, a carbon embossed design in black or smooth leather in black. All of the belts come in standard sizes and the length can be easily adjusted to any size, even for narrow hips. The manufacturer also offers a matching engraveable metal box, which makes it ideal for giving it away as a present.

PSI 45651 • Jutamo GmbH • Tel +49 6108 799380

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## A STRONG PARTNER

**A**s a strong partner, Multiflower sows (advertising) seeds with its cube made of all-natural beech wood, which also comes with compressed soil and seeds for a spruce tree. An advertising message can be placed on the banderole label around the cube which will top off its attractive and smart appearance. Alternatively, this message can also be kept separate and placed on a little greeting card instead. The indentation in the cube holds the plant in place so that the message is always in sight during the growing process. There is space for placing an imprint on the cube's standard motif or the cube can be fully customised for a minimum order of 250 units.

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## A CLASSIC WOODEN THERMOMETER

**D**espite living in modern times with smartphones and digital measurement techniques, people still like good old-fashioned liquid thermometers, which have been used to accurately indicate the temperature for many decades. TFA Dostmann's wood thermometer comes with a simple and modern design. It is made out of oiled oak and features high-quality craftsmanship. Special machines are used to mould the special Thüringen glass into the right length and shape using fire. The capillary tubes are filled with a specially tinted alcohol and this type of thermometer has not been made with any dangerous mercury for quite some time. A customer's multi-coloured logo can be placed on the thermometer by means of screen, pad or digital printing.

**PSI 41875 • TFA Dostmann GmbH & Co. KG • Tel +49 9342 3080**  
[info@tfa-dostmann.de](mailto:info@tfa-dostmann.de) • [www.tfa-dostmann.de](http://www.tfa-dostmann.de)

## FULL SOUND ON ALL YOUR JOURNEYS

**T**urn it on' is the motto of the Bluetooth loudspeaker Heju Zeder from KMS Kafitz Medienservice. Users can regulate the volume very easily by just turning the flat speaker. Another nice feature is that you can also play music directly from a USB stick instead of using the Bluetooth connection. The speaker is made of plastic with a soft-touch surface. It is very flat, weighs only 249 grams and has the dimensions 150 x 60 x 25 millimetres. A space of 30 x 10 millimetres is available for advertising, which can be placed on the loudspeaker by means of pad or screen printing. The loudspeaker comes in the standard colours of black, brown, red or white and is delivered inside an elegant gift box.

**PSI 48108 • KMS Kafitz Medienservice • Tel +49 2234 99080**  
[rk@kms.eu](mailto:rk@kms.eu) • [www.kms.eu](http://www.kms.eu)



## THE SWIFT LITTLE HELPER

**S**taplers have not died out even in times of modern technology and digital communication, which is why you can still find staplers and staple removers in every office or home. This indispensable office tool can be more than just a practical tool: It can be an eye-catcher, too! Both clincher arms on the practical office set Bamstap from Boomerang are made of bamboo and feature a lovely dash of colour in orange, green or blue. The starter set comes with staples included. What is more, Bamstap has received the Etikeko grade B2 for sustainable products because it is made of natural sustainable raw materials and the packaging is also made of recycled cardboard.

**PSI 42811 • Boomerang SAS (Citizen Green) • Tel +49 9369 9849974**  
[office@citizengreen.de](mailto:office@citizengreen.de) • [www.citizengreen.de](http://www.citizengreen.de)





## PREMIUM SCENTS FOR THE CAR

**T**rendfactory's exclusive Rituals air freshener for cars is activated by a vehicle's fan where the air freshener is placed and will bring a little luxury to your car. Four different fragrances are available, ranging from fresh to calming scents, so every driver will be able to add his personal touch to his car. While the Clary Sage version has a fresh revitalizing scent, Cherry Blossom has a discrete top note of cherry blossoms, refreshing eucalyptus and patchouli; this scent combines the aromatic and revitalizing properties of refreshing eucalyptus with the calming effects of patchouli.

PSI 41941 • Trendfactory BV • Tel +31 252 622233  
info@trendfactory.eu • www.trendfactory.eu



## BAMBOO FOR ITS LOOK AND FEEL

**T**he company Global Innovations, which specialises in custom-made products made in Asia, is presenting a pen made of bamboo wood that is very much in keeping with sustainability and the latest trends for wood finishing. Branding can be printed or engraved on the wood shaft or metal clip. Suitable gift wrapping made of recycled cardboard is one of the options available. If you would like to add a little colour to the natural design, you can order the pen in any Pantone colour. This natural jewel is for sale starting from 3,000 units.

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

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## A BOTTLE RACK AS A DESIGNER PIECE

**T**he BOA bottle rack from Koziol, which can hold up to five bottles, incorporates flair and finesse with practicality. Wine, water or liquor bottles can be stored inside its elegant and sturdy curves and its design is sure to make it the centre-piece of any room. BOA follows the practical principle that stacking is better than laying bottles next to each other. This is why it can add an elegant touch to your festively decorated dinner table or be a space-saver in a mini-bar shelf. It can also be used as a cool designer piece for a sideboard or occasional table.

PSI 47406 • koziol ideas for friends GmbH • Tel +49 6062 6040  
incentives@koziol.de • [www.koziol-incentives.de](http://www.koziol-incentives.de)

## COLLECTION EXPANDED

**H**ermann Flörke is expanding its eraser collection by two new standard shapes. The new shapes BIG (60x60x7 millimetres) and STONE (60x31x10 millimetres) are available from just 200 pieces and offer a generous promotional surface that can be personalised to the customer's wishes with image and text. In addition to the already familiar digital printing method up to 4C, hot stamping is used as a new printing option. Colours with a metallic gleam for brilliant and unforgettable promotional ideas are therefore possible. Like all erasers from the company Flörke the BIG and STONE shapes are also produced in an environmentally-friendly manner on the basis of TPE, contain no PVC plasticisers and phthalates and are recyclable.

PSI 44294 • Hermann Flörke GmbH • Tel +49 6104 73373  
info@floerke.de • [www.floerke.de](http://www.floerke.de)



## NEW CLUTCHES – NEW FORM

**P**romotional gifts are no longer simply an attribute of office space, now it's really fashionable things, which are able to complement the image of any woman. Emphasize the individuality of your brand with new clutches in the form of perfume or nail polish bottle. Original souvenir may be made of lace, leather or acrylic. Quality and durable materials are used in the production of clutches. It is also possible to put your company logo on any accessory.

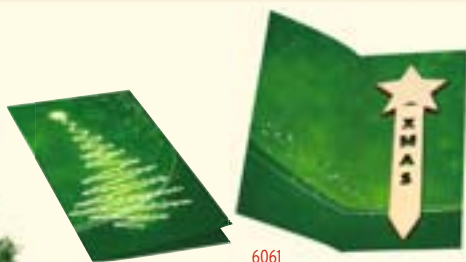
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## SNAZZY CHRONOMETRY

**T**ime is a phenomenon that allows many different viewpoints: when looked at from the front, Piano by Koziol presents itself with a very clearly designed circle of rays. From the side perspective, the clock face's true depth unfolds with its elevated hour markers. The model Toc-Toc, on the other hand, shows itself to be a genuine alternative for time and mind.

Where the classic Black Forest chronometer can get on one's nerves with blood-curdling pipe-blasts, this thoroughly modernised variant appears welcomingly unruffled. Reduce to the max is also the motto with the model Pinball. This sets a clear signal on the kitchen, office or living-room wall, for the presentable clock face measures a striking 45 centimetres from tip to tip. The refreshing design is snazzy and is extremely legible in addition.

PSI 47406 • koziol ideas for friends GmbH • Tel +49 6062 6040  
incentives@koziol.de • [www.koziol-incentives.de](http://www.koziol-incentives.de)



## FOLDERS À LA CARTE

**B**ühring specialises in producing folders made of plastic. Using the materials polypropylene and rigid or flexible film – the latter also in combination – a wide variety of options can be produced, serving as practical helpers for everyday work in the office. The modern milky-transparent look of the loose-leaf folder “Milky” or the extraordinary ring binder “Snow” provides a glimpse of what is inside. An interchangeable label can optionally be attached through little paper cards inserted into welded pockets. The loose-leaf folders can also be equipped with a filing mechanism, allowing them to be easily filed in binders. The Bühring team creates customised folders. Existing solutions can serve as a basis for sample production at short notice. Application of advertising is possible using e.g. offset or screen printing.

PSI 40807 • Gabriele Bühring • Tel +49 4154 79540-0  
Vertrieb@Buehring-Shop.com • [www.buehring-shop.com](http://www.buehring-shop.com)

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## FRESHLY SQUEEZED AT THE TABLE

**T**he decorative lemon squeezer UT 108 from Alessi can help you freshly squeeze lemon juice over a dish during a meal. It creates a Mediterranean atmosphere with its special Kuno Prey design. This classic and popular lemon squeezer made out of cherry wood features a cone-shaped squeezer with a pointed tip at the end and can be used to effectively squeeze out the juice from nearly any type of citrus fruit, even limes.

**PSI 49447 • Alessi Deutschland GmbH • Tel +49 89 206028812**  
[chiara.sergiacomi@alessi.com](mailto:chiara.sergiacomi@alessi.com) • [www.alessi.com](http://www.alessi.com)

## A STRESS RELEASE FOR THE OFFICE

**S**hort breaks are a necessity, especially in the hectic world we live in. People are grateful for any little helper that puts a smile on their face. The Mr Bert figurine from mbw is just this type of little helper. Bert comes in a variety of different outfits which correspond to many different professions, and he can be crumpled up to let off some stress. Now Bert also comes specially dressed for five new professions: consultant, butcher, judge, dentist or graduate. This perky guy from Wanderup, Germany and his female counterpart Berta like demonstrating their versatility.

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## A SUSTAINABLE NATURAL BEAUTY

**E**motion factory focuses 100% on nature with its innovative product 'Plant-wood': Once the sunflower seeds are planted in little pot made out of real maple wood using the compressed soil tab, you will be able to watch the natural spectacle take place on your desk over the coming weeks. Advertising can be placed on the banderole label that goes around the pot and it is also possible to place a logo or message on the cube by means of laser engraving. Individual 4c designs are available for a minimum order of 250 units. There is a maxi version available for anyone looking for something more striking: It has the dimensions 6 x 6 x 6 cm and enough space for placing even larger advertising messages on the banderole label or directly on the wood.

**PSI 41016 • Heri-Rigoni GmbH • Tel +49 7725-93930**  
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## HOLLYWOOD FEELING AT HOME

**F**or many, popcorn and nachos simply belong to a perfect cinema evening, and the snacking is even more fun when the film is exciting. With the new snack bowls from elasto, the right snack for everybody is on board and the genuine cinema atmosphere comes to all living rooms at home. No matter whether sweet or savoury, the "Hollywood" popcorn bowl is an absolute must for all popcorn lovers. The tall plastic tub, available in various colours, offers sufficient room for a generous portion of popcorn and, due to its large opening, is easy to clean and re-use again and again. For everyone who prefers it spicy, the tortilla chips bowl "Snaxiko" is a sure-fire hit. For dips or sauces there is even an extra corner, perfectly separated, so that the chips do not go soft.

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

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## A CRUNCHY ADVERTISING MESSENGER

**W**ith the nutcracker set 'Click' from Inspirion, you can be sure nutty times are ahead. The powerful metal nutcracker features a handy grip area and can crack open really hard nuts, like walnuts and hazelnut, without having to use a lot of effort. Click comes with a matching decorative bowl made out of solid bamboo, which can be branded with your personal logo. The bowl has a built-in support area for laying the nutcracker down over the bowl when it doesn't need to be used anymore.

PSI 42907 • Inspirion GmbH • Tel +49 421 52270

[info@inspirion.eu](mailto:info@inspirion.eu) • [www.promotiontops.eu](http://www.promotiontops.eu) • [www.inspirion.eu](http://www.inspirion.eu)



## BE UNIQUE, GO BESPOKE

**S**PS, the company behind the British Collection are experts in manufacturing plastic promotional products and have been established for over 25 years. With in-house expert designers and toolmakers SPS can work closely with you to create something entirely unique. Flat 2D items are available from 250 pieces with no tooling charge and a swift lead time of 2 – 3 weeks. Whether it's a ruler in the shape of a 'Fire engine' or a coaster in the shape of a 'Jigsaw piece' there are countless options to choose from. Injection mould tooling, print and assembly is all in-house and the modular tool systems allow low cost manufacture of bespoke plastic promotional products, ensuring there is something to meet your budget, lead time and imagination. If you are looking to achieve something more exciting, The SPS Group can work alongside you to create bespoke money boxes, ice trays and a whole myriad of marvellous plastic promotional gifts.

PSI 42932 • SPS EU Ltd • Tel +44 1253 340400 • [export@spseu.com](mailto:export@spseu.com) • [www.spseu.com](http://www.spseu.com)

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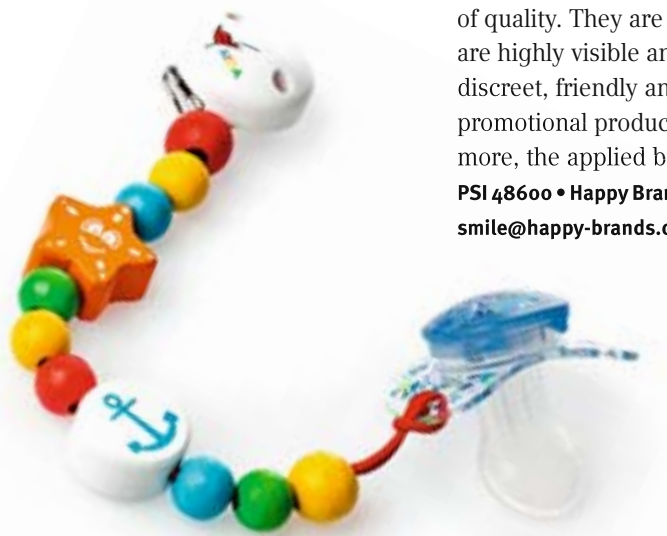
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The individually designed dummy chains made of FSC® certified wood from the manufacturer Happy Brands are – printed with the desired logo – delightful and visually appealing promotional products conveying a sense of quality. They are very practical and truly functional. At the same time, they are highly visible and ensure effective advertising, however, in an entirely discreet, friendly and subtle way. Wooden dummy chains are reusable as promotional products and thus score through their long useful life. What is more, the applied brand message has a long-lasting promotional effect.

PSI 48600 • Happy Brands • Tel +49 40 707076990

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## PLASTIC POCKETS WITH 4C IMAGE PRINT

For 30 years Spindler GmbH has been producing high-quality presentation folders, sample cases and presentation packaging, as well as a wide range of customised products made of plastic or fine board according to customer preferences. Motto: from the design to the manufacturing – all from a single source. As the manufacturer of customised products in the area of promotional products and organisational resources, the Spindler team guarantees highest quality, flexibility and absolutely reliable delivery. Brand new in the production programme are high-quality sheet protectors for DIN A4 documents made of plastic with customised design in 4-colour print (upon request with white background). Depending on the quantity, the plastic pockets are fully printed in UV digital or offset print, subsequently punched and welded using the latest ultrasonic technology. Spindler has integrated a high-speed machine for this purpose: the manufacturing capacity in the final processing is now 8,000 plastic pockets per day.

PSI 49668 • Spindler GmbH • Tel +49 7161 951741

[mail@spindler-gmbh.de](mailto:mail@spindler-gmbh.de) • [www.werbemappen4u.de](http://www.werbemappen4u.de)



# Von Trends zu Brands

Die Fashion-Szene lebt vom Zauber der Jahreszeiten. Zu jedem Wechsel erfindet sie sich neu – das vereint selbst die größten Labels mit den kleinsten Boutiquen. Und ob groß oder klein: Die Markendarstellung entfaltet ihre Magie erst, wenn sie auch konstant nach außen getragen wird. Empfehlen Sie deshalb individuelle Markenschirme mit vielfältigen Branding-Möglichkeiten.

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- Gürtletui aus echtem Leder
- Lieferung inklusive Bitsatz
- Länge geschlossen 10,3 cm





## SECURE WITH ONE TWIST

**T**he key holder Twister Rose Gold from Troika has the hang of things in the truest sense of the word: The metal twist clasp secures the key on the leather loop and thus combines timeless design with a nifty idea. The key holder consists of the leather loop in brown leather and metal in rose gold and has three keyrings with twist clasp. A promotional message can be applied centrally on the clasp by means of engraving, and is free of charge from 100 pieces.

**PSI 46311 • Troika Germany GmbH • Tel +49 2662 95110**  
**[a.bauer@troika.de](mailto:a.bauer@troika.de) • [www.troika.org](http://www.troika.org)**

## TECHNOLOGY IN WOODEN PACKAGING

**T**he USB stick Natura Ahorn by Pixika demonstrates what can be produced when technology and ecology unite. The model, which has been developed with a special focus on environmental protection, contains no harmful substances and heavy metals and is made of maple which is harvested from sustainably managed forests. The USB 2.0 stick is supplied in a recycled gift box and can be personalised with laser engraving for orders of 50 pieces or more. A dummy sample is available free of charge upon request.

**PSI 49515 • Pixika Deutschland GmbH • Tel +49 681 95264020**  
**[info@pixika.de](mailto:info@pixika.de) • [www.pixika.de](http://www.pixika.de)**



## MADE OF SWISS WOOD

**T**hey are now available in more than 400 variants in different lengths and with the most diverse functions. Their distinguishing feature is the typical, shiny red handle with the cross in the coat of arms. Invented 120 years ago by Carl Elsener, the founder of Victorinox, they are now sold in 125 countries around the world. And now there are many models with wooden handles for those who wish to stand out from the norm and want to have a truly unique item. The handles are made from Swiss walnut wood. As a contribution to the conservation of resources, Victorinox uses waste wood. On request, the wooden handles can be finished by means of laser engraving. Whoever wishes to leave the beauty of the wood grain untouched can choose a discreet blade etching.

**PSI 44281 • Victorinox • Tel +41 41 8181211**  
**[b2b.ch@victorinox.com](mailto:b2b.ch@victorinox.com) • [www.victorinox.com](http://www.victorinox.com)**





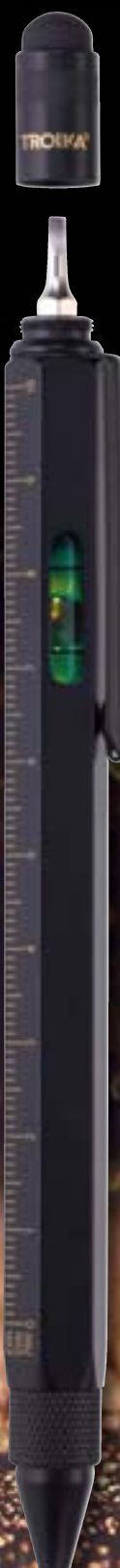
## SIMPLE BUT DIFFERENT

Everyone knows what is poster and how it looks like – just printed piece of paper but you couldn't be more wrong. Plastic embossed posters are much more attractive and eye-catching than the standard ones. You can emboss on them everything you want, any detail and every shape, which make your product much more visible. Posters from Accurate Czechowski are made of plastic and are printed in full color offset technic. The biggest size of the poster is 950 x 650 mm and embossing can reach even up to 400 mm high. What we need to remember about plastic posters is that: simple modern way can be the best way to expose your main product.

PSI 49571 • Accurate Czechowski, Krawczyk sp. j.

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www.troika.org

## REAL EYE-CATCHER

**W**ith the new zipper lanyard from JH Innovations, the vendor wants to encourage the user's imagination. The neck strap, which has a zipper design and a 2D soft label, is an absolute eye-catching lanyard and taps into people's playful instincts. The colour can be freely selected and the zipper can be selected to come with or without added material. The end of the strap features a snap hook and/or a mobile phone attachment.

PSI 48291 • JH Innovations GmbH

Tel +49 621 7481466 • [info@jh-innovations.de](mailto:info@jh-innovations.de)

[www.jh-innovations.de](http://www.jh-innovations.de)



## CUSTOM MOTIFS FOR KEY FOB

**K**ey rings in pleasantly soft plastic are among the most popular giveaways. However, the key rings and adhesive magnets from Pruner Werbemittel are also turned into absolute eye-catchers because of the virtually unlimited possibility to produce customised and unmistakable special shapes. The smallest details of every product or logo shape are elaborately realised, no matter whether 2D, 3D or real figure. As appealing trade show giveaways, the key rings are a daily reminder of the company. An image of the desired motif is sufficient and the specialists at Pruner draw up a proposed layout for their customers free of charge.

PSI 42634 • Pruner Werbemittel • Tel +49 7644 1063

[info@pruner-werbemittel.de](mailto:info@pruner-werbemittel.de) • [www.pruner-werbemittel.de](http://www.pruner-werbemittel.de)





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## CYBER-WEAR

## AWARD FOR FORD VIGNALE COLLECTION

Developed as a highly exceptional collection in the premium sector, the Vignale Collection produced by cyber-Wear on behalf of Ford has now also been demonstrably acclaimed: In the Automotive Brand Contest 2016, the high-end products which flank the highest quality vehicle equipment line of Ford won the prize in the category "Future, Mobility & Parts".

The Vignale Collection, developed hand in hand by Ford Design and cyber-Wear, is made from exclusive materials and partly produced using highly complex manual work. The collection includes bags and accessories made from finely grained, thick leather and pure silk, as well as espresso cups made from fine bone china. Many of the elegant lifestyle products were produced in collaboration with PSI suppliers. The collection is part of the concept of Ford Vignale which offers Ford customers a holistic service experience beyond luxury vehicle equipment. In the category "Future, Mobility & Parts" of the Automotive Design Contest, not only such luxury accessories can be submitted but also wheels, tyres, rims, technical accessories, trailers, lighting design, supplier parts, customised equipment, sports, outdoor



and leisure products, as well as apparel, merchandise, car sharing models, mobility concepts, drive technologies, navigation and multimedia devices and lots more – and the Vignale Collection prevailed over all the submissions of its competitors. The Automotive Brand Contest is the only international design competition for automotive brands and has become an important industry event in a very short time.

The awards will be presented at the Salon "Mondial de l'Automobile" in Paris in October 2016. The collection is available at select Ford dealers and at [www.vignalecollection.com](http://www.vignalecollection.com) and [www.automotive-brand-contest.de](http://www.automotive-brand-contest.de)

## CRIMEX

## RED DOT AWARD

**E**xcentra – The Sloping Plate (Schiefer Teller) from CRIMEX GmbH received the Red Dot Award, the international award for high design quality, in Essen on 4 July. According to CRIMEX, excentra is the first soup plate from which soup can be completely spooned without tipping and spilling. The asymmetric plane in the soup plate ensures an outflow of the liquid from the centre. Claus Roeting had already invented excentra 14 years ago, but at that time it was not yet technically possible to mould it so that it could be stacked in large quantities. Thanks to modern 3-D technology and the in-house designer Ramón López Mera, this is now possible. Thanks to its stackability, excentra is particularly suitable for catering. In addition, the Sloping Plate allows a visually appealing food presentation because excentra is not just a soup plate. Even meat, fish and pasta dishes cut an outstanding figure.

[www.schiefer-teller.de](http://www.schiefer-teller.de)



Happy faces at the night of the award.

## WELCOME HOME 2016

## NEWS FROM THE RED SOFA

**F**or six successful years, November and December have been synonymous with "Welcome Home"! This year, the people from Daiber, Fare, Geiger-Notes, Halfar, Koziol, Jung Bonbonfabrik, Reflects by LM Accessoires, mbw and uma will be inviting their guests onto the red sofa and are looking forward to sharing their experience, to a great atmosphere and to introducing their new collections. Anyone interested in learning more about the Welcome Home Tour can do so at the new website: [www.welcome-home-tour.de](http://www.welcome-home-tour.de)



## PARTNERSHIP

WERA AND BITBURGER  
HOLDING

**W**era, the tool specialist from Wuppertal, has been successfully operating in the market for 80 years. By its own account, the company boasts continuous growth through its long-term orientation and focus on its own core competence. As a potential successor could not be identified, the current owner and the management sought a new owner for the long-established company. The goal: Continue to successfully develop Wera as an independent premium supplier in the tool industry. According to the company, the ideal partner was found: Bitburger Holding. The Simon family which stands behind the holding



business had already committed itself in long-term partnerships with other companies. "We look forward to working with the long-established company Bitburger, a company steeped in tradition. Thankfully, our management was involved in the selection of this company from the outset," says the long-standing Managing Director of Wera, Martin Bush, who welcomes the sealed partnership. The completion of the transaction is subject to approval by the cartel authorities. [www.wera.de](http://www.wera.de)

## 4TH CEE MANUFACTURING EXCELLENCE AWARDS

## LYNKA WINS TWO GOLD MEDALS

**T**he company Lynka has added two further awards to its long list of awards. At the 4th CEE Manufacturing Excellence Awards 2016 – hosted by CEO Manufacturing Magazine and EuropaProperty.com – the Polish supplier and finisher of branded clothing and accessories won two gold medals in the categories "Sustainability and Environment" and "Textile Manufacturer of the Year". The awards were presented in mid-June at the Warsaw InterContinental Hotel. A select group of high-ranking Central and Eastern European manufacturing professionals participated in the competition. The CEE Manufacturing Excellence Awards were attended by more than two hundred professionals from the manufacturing industry, including representatives of suppliers for and executives of manufacturing companies. [www.lynka.eu](http://www.lynka.eu)

## CUSTOMERS NOT AFFECTED

## KORENVLIET BUYS MID OCEAN ORDINARY SHARES

**T**he HAV Group as a shareholder of Favorite Gifts with the Dutch promotional products suppliers Giving Europe and Van Helden Relatiegeschenken has sold all its ordinary shares in Mid Ocean Brands, The Netherlands, to the investment company Korenvliet.

The background is as follows: After Rutger de Planque joined Mid Ocean Brands as CEO in September 2012, Korenvliet (an investment company of Rutger de Planque) and HAV (an investment company of Adrie van Helden, to which, inter alia, Giving Europe and Van Helden Relatiegeschenken belong) acquired all ordinary shares in Mid Ocean Brands from previous owners ABNAMRO Participaties and Avedon Capital Partners in June 2013. The company immediately achieved a remarkable turnaround with growth in the double digit percentage range at 40 per cent lower costs. During the past 12 months, the company has generated a turnover of 84.5 million euros to post a profit of 10.1 million euros. On 8 July 2016 Korenvliet (Rutger de Planque and Stephen Gibson) acquired all the ordinary shares in Mid Ocean Brands owned by HAV and is thus the sole shareholder.

Giving Europe's CEO Stef van der Velde considered the purchase of shares to be a positive sign in a good mutual partnership. Mid Ocean Brands' CEO de Planque commented: "After a turbulent period, Mid Ocean Brands required clear objectives and a structured strategy on the right path towards an orderly and promising future. Now – three years later – the company is financially sound from a business perspective and ready to achieve accelerated growth on its own through a buy-and-build strategy. The market is changing rapidly and we will therefore continue to break new ground to expand the operating capabilities of Mid Ocean Brands in the future". Nothing will change for the customers of Giving Europe and Mid Ocean Brands because the two companies will continue to operate independently. [www.givingeurope.com](http://www.givingeurope.com) – [www.midoceanbrands.com](http://www.midoceanbrands.com)



The chairman of the CEE Awards, Craig Smith, with Lynka managing directors Preston Smith and John Lynch (left to right).

## MILAN

## MOLESKINE CAFÉ OPENED

**M**oleskine, the legendary manufacturer of notebooks with literary aura, has opened a café in Milan. The Moleskine Café is a completely new format of the Italian global brand and is characteristic of the company's reputation and claim associated with the name Moleskine. It combines elements of cafés, art galleries, shops, stores, and libraries in a unique way. As a modern reinterpretation of the French literary café, the café represents a new place of creative impulses and inspiration which is perfectly suited for reflecting, relaxing and unwinding. The café offers a year-round programme with talks, seminars with breakfast and exhibitions. The elegantly designed sales area with a boutique style display also enables all objects of the diverse Moleskine collections to be experienced first-hand.

The new format made its debut in Milan at Corso Garibaldi 65 in the heart of the artists' quarter Brera Design District and wants to be a model for similar establishments in other cities in the future. The focus is on coffee and the well-being of the guests. Thanks to a partnership with the Milan-based coffee roaster Sevensgrams, carefully selected espresso blends and extra fine single origin filter coffees can be offered from a single region.



Coffee beans are offered for sale in special Moleskine packaging, whereby the paper tape of the packaging features illustrations by various artists that tell stories of the places, people and roasting traditions of each coffee. The menu focuses on healthy and unusual combinations of aromas and flavours from around the world, including gourmet sandwiches, soups, salads and a wide selection of breakfast and brunch dishes. The classic Moleskine design with its essential and clear aesthetics as well as a neutral colour palette which resembles the pages of a typical Moleskine notebook makes the Moleskine Café a place where you can "recuperate" and find inspiration while enjoying coffee, culture and stimulating conversations.

At the same time, the relaxation areas of the café invite you to unwind and read and to let your own creativity run wild.

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



## FARE SCHIRMWERK

## NEW ADDITIONS TO THE TEAM

**B**irgit Aßmann has recently joined the team of the promotional umbrella specialist FARE in Remscheid. Birgit Aßmann reinforces FARE Schirmwerk as the manager and coordinator of all projects coordinated with the management. The



Birgit Aßmann



Annika Beyersdorff

graduate in business management has over 20 years of project management experience and has worked in the financial industry and in consulting. In addition, FARE welcomes Annika Beyersdorff to the team. She has been working for the company since last September. The 32-year-old supports the Fare team in quality management as well as for customised designs in direct import and previously worked as a product manager at the company OviBell. [www.fare.de](http://www.fare.de)

## KALFANY SÜSSE WERBUNG

## ADDITION TO "EXPORT" SALES

**A**s the successor to Vera Jezkova, Patrik Kaiser has been supporting the export team of the promotional product manufacturer Kalfany Süße Werbung at its site in Herbolzheim since the mid-June 2016. As a Sales Executive, Kaiser is responsible for customer support in the UK and Ireland.

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



Patrik Kaiser

## PF CONCEPT DEUTSCHLAND

### FIELD SALES TEAM COMPLETED

**P**F Concept Deutschland has put together an even more powerful field sales team with two new, experienced industry and sales experts. Matthias Erb and Jörn Gedig joined PF Concept in early July. Matthias Erb is responsible for the sales region South. He previously worked as a key account manager at Pelikan Hardcopy Distribution GmbH & Co. KG in Hanover. He gained his experience in the



Matthias Erb



Jörn Gedig

advertising materials market with his own company Fareast Solution GmbH, which he founded in 2006, specialising in the customised production of advertising materials. Jörn Gedig is responsible for the region West in the field sales team. The sales expert came from the digital merchandising shop Smake. Gedig was previously responsible for sales in the western federal states of Germany as the area manager for West Germany at Falk & Ross Group Europe. He has also acquired additional skills in the textile market. "We are delighted to welcome two such experienced persons to our sales force," said Peter Stelter, Country Manager PF Concept D-A-CH. "With their expertise, both are perfectly capable of responding to the individual needs of our customers with expert advice." [www.pfconcept.com](http://www.pfconcept.com)

## BRAND.IT

### SMARTPHONE AND TABLET CASES WITH LOGO

**B**erlin-based Brand.it GmbH has been specializing in branding IT hardware and accessories with corporate logos for ten years. By doing so, the company enhances the recognition of strong brands and also protects the hardware from theft. By producing its own tablet and smartphone cases, Brand.it is now opening up its portfolio for promotional product distributors. Brand.it's philosophy is to sell its products exclusively through resellers. Recently, Brand.it also became a member of the PSI network (PSI 49758). Well-founded knowledge in all production techniques always guarantee the best quality. Furthermore, customers profit from many years of experience, short and prompt delivery channels, and a sure feeling for technical and lifestyle items. More details can be found at [www.brand.it](http://www.brand.it). Current sales literature can be requested at: [peter.loew@brand.it](mailto:peter.loew@brand.it)

**10 YEARS** Brand.it



## BROTHER

### VISIBLE GROWTH

**O**n 23 June 2016, Brother Internationale Industriemaschinen GmbH began the construction of a new warehouse with 1,500 square metres with a symbolic ground-breaking ceremony. As a result, the existing warehouse area of 1,600 square metres will be almost doubled. "This has become necessary in order to meet the increasing demand for industrial textile printers and sewing machines," says Valerio Scotti, managing director at Brother in Emmerich am Rhein. The turnover has increased by more than 20 per cent per year in recent years, which is reflected on the one hand by a need for additional floor space and, on the other hand, by the fact that in recent years Brother has recruited five new employees each year. The completion of the new warehouse is expected in November 2016. According to the company, further growth is also expected in the next few years, with new innovative products and a strong international team in Emmerich at the river Rhine.

Brother is a Japanese company whose product portfolio includes a variety of devices from the electronics, industrial and household sectors. Brother is thus a market leader in the production of industrial sewing machines and industrial textile printers and multifunction devices. The sales offices of Brother are located worldwide.

[www.brother-industrial.com](http://www.brother-industrial.com)



Group photo during the ground-breaking ceremony for the construction of the new hall.

## SILVER JUBILEE

## SOL'S CELEBRATES 25TH ANNIVERSARY

**S**OL'S, one of the European market leaders for promotional textiles, is celebrating its 25th anniversary. The company was founded in 1991 by the Parisian Alain Milgrom, a fashion enthusiast with the aim of changing the world of promotional textiles.



Today SOL'S is a market leader in Europe. SOL'S – headquartered in Paris – is now represented in over 60 countries worldwide. The product range now includes 361 customizable products such as textiles, towels, caps, bags and much more. SOL'S is constantly growing, not least thanks to its innovative design team and a permanent stock of more than 25 million items. According to SOL'S, the company ships over one million cartons each year, 99.9 per cent of which reach the recipient punctually. Over 174 million units of SOL's bestseller, the "Regent" T-shirt, have been sold since 1998. True to its motto "The Fair Spirit",

SOL'S has set benchmarks in the textile industry in terms of environmental protection, ethics and social responsibility. "We are extremely grateful to our customers and partners for their support over the past 25 years. Without their confidence in our work and values, the success story of SOL's would not be possible. Thanks to this support, we have continually developed and improved and will continue to do so in the future, when we look ahead to the next 25 years," says Alain Milgrom, the founder and president. [www.sols-europe.com](http://www.sols-europe.com)

## PRODUCT RANGE EXPANDED

## STABILO DISTRIBUTES MEISENBACH PRODUCTS

**T**he distribution of promotional writing instruments from Karl Meisenbach GmbH & Co KG has been entrusted to Stabilo Promotion Products with immediate effect. The Odenwald-based company Meisenbach has been producing writing instruments since 1880. Until now, it was a supplier with around 60 employees and is now an independent subsidiary of the Schwan-Stabilo Group. Stabilo Promotion Products has extended its promotional products range to include numerous pens and inkliners from German production and will also offer many new possibilities of product variations and finishing in the future. The distribution of customised writing instruments for promotional purposes will now be carried out through Stabilo Promotion Products GmbH at the Stabilo headquarters in Heroldsberg near Nuremberg, Germany. [www.stabilo-promotion.com](http://www.stabilo-promotion.com)



## HALFAR

## PERSONNEL CHANGES IN THE FIELD SALES TEAM

**T**he industry professionals Miriam Sigges and Michael Baierl will be responsible for field sales in D-A-CH at Halfar from the beginning of September. Michael Baierl, most recently at Giving



Miriam Sigges



Michael Baierl

Europe, has more than 20 years of experience in the promotional products market and will be responsible for the South field sales (post codes 6 to 9, as well as Austria and Switzerland). Miriam Sigges can look back on over 10 years of experience in the back office at Halfar and after completing her Bachelor degree has chosen to work in the field sales team at Halfar. She will be responsible for Halfar customers in postcode areas 0 to 5. [www.halfar.com](http://www.halfar.com)

DOMMER STUTTGARTER FAHNENFABRIK  
NEW SALES MANAGER

**C**arolin Buchanan has been appointed head of sales at Stuttgart Dommer Fahnenfabrik. The qualified wholesale and foreign trade clerk had previously been successfully responsible for the Beachflags and Displays sales division for several years at Dommer. With Carolin Buchanan, Dommer has chosen one of its own experienced employees for this demanding managerial position in sales and project management. The 33-year-old has already been working for nine years in sales at Dommer and is thus familiar with all the processes and structures. [www.dommer.de](http://www.dommer.de)

## INSPIRION

NEW SALESPeOPLE LIVE  
CUSTOMER PROXIMITY

**I**nspirion is setting the course for the future both in terms of personnel and structure, and is continuing to expand its German sales team in order to offer customers even more service. With Dawid Dymek and Jan Füst, the Bremen-based promotional product supplier has gained two qualified employees who have a high level of expertise and experience in sales. As a qualified insurance and finance agent, Dawid Dymek worked in the financial



Jan Füst und Dawid Dymek

sector for several years. He now advises Inspirion customers in southwest Germany from Aachen in the north to Freiburg in the south. Jan Füst previously worked in the construction industry as a salesman in the back office. At Inspirion the qualified wholesale and export agent is responsible for customers located within the post code areas 8 and 9. "We think and act to the benefit of the customer. The focus of the new customer contact is on the concept of individual consultation and service. In the past two months, the new colleagues have had the opportunity at trade shows to look at the business aspect of promotional products from the perspective of the customer and to meet distributors personally. They can now incorporate the feedback that they collected into their daily work," says Jörg-Peter Helmers, Sales Director B2B Northern & Central Europe at Inspirion. [www.inspirion.eu](http://www.inspirion.eu)

IN-HOUSE EVENT FOR PSI MEMBERS  
ZTV PRESENTS LOGISTICS

**W**hy do you need specialised promotional material logistics?" The promotional material logistics company ztv, an official partner of the PSI, is inviting all PSI members to an in-house event to get to the bottom of this question. ztv will be opening the doors of its branch office at Kimplerstraße in Krefeld Fichtenhain from **10 am to 2 pm on 27 September 2016**. Participants can expect a short presentation about the range of services of ztv, a site inspection including examples of packing, and the opportunity to share information over some snacks. During the tour, guests will learn about various storage facilities and types of commissioning. They will also learn about the requirements of international shipping and the often associated customs clearance, and about different packaging options. "On 27 September, we want to show the special features of promotional material logistics as well as the advantages of working with a specialist. We look forward to welcoming the PSI members to our company," said Peter Kieffer, managing director of ztv. The registration form and itinerary can be found at the following address:

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



The ztv invites all PSI members to its main site in Krefeld on 27 September in order to demonstrate the advantages of professional promotional material logistics.

## CHARITY RUN

## ZTV SETS THE PACE

**M**ovement and speed shape the day-to-day work of the logistics provider and PSI partner ztv around the clock. On 5 July, however, it was not about the ztv team moving customers' products as quickly as possible from A to B, but reaching the finishing line of the RUNGFUN corporate run in Krefeld at the right pace itself. The event supports the cancer association Verein krebskranker Kinder e.V. Krefeld. Ten motivated colleagues from among the workers formed the ztv running team and completed the five kilometre distance with truly excellent results. In total, around 1,400 runners from 110 companies took part in the charity run. The fastest female colleague at ztv was Jacqueline Maibaum who finished 74th of 395 in a time of 30:48 minutes. The quickest male colleague, Steffen Drees, managed to finish 87th of 667 in a time of 25:16 minutes. Everyone enjoyed themselves and plan to return for the next run. [www.ztv-logistik.de](http://www.ztv-logistik.de)



The ztv team is not only extremely sporty in terms of promotional product logistics, but also when it comes to running.

GWW TREND  
2016



Rosengarten in Mannheim, an art nouveau complex from the early 20th century, is the current home of TREND.

## TREND 2016

# NEW LOOK FOR 30TH BIRTHDAY

After eight years at the Euromoda in Neuss, TREND 2016, which is organised by GWW and will be celebrating its 30th anniversary this year will be held for the first time at Rosengarten in Mannheim. It will also be held for the first time on a single day only on Friday 16 September. The shorter duration was decided by GWW to meet the wishes of its members.

**T**hree essential factors point in favour of the new location at Rosengarten: central location, excellent traffic links and generous exhibition space. Besides the new venue, there is another change to announce: The TREND will be held on a single day only this year. GWW made this decision to meet its members' frequently-voiced request to shorten the duration of the event from two days to a single day.

### IDEAS, TRENDS, NEW PRODUCTS

A good 120 exhibitors have agreed to present their ideas, trends and new products to around 1,200 expected promotional product consultants for the year 2017. The TREND will be open on 16 September 2016 from 9 am to 5 pm. The previous day is reserved for setting up the stands. Afterwards, the GWW and exhibitors will invite interested promotional product consult-

ants to diverse lectures. These lectures are free but are restricted to GWW members. The day will conclude with a relaxed get-together. The evening event on 15 September will cost 40 euros per ticket. Entry to the trade show on 16 September is free for all promotional product distributors. A digital registration form for the trade show is available at [www.gww-trend.de](http://www.gww-trend.de). Industry customers are not admitted to the TREND 2016.

### EXCELLENT

#### NETWORKING PLATFORM

The GWW regards the TREND as an "ideal industry event where the participants can fully concentrate on the various new products." Ronald Eckert, board member of the GWW and owner of Döbler Werbemittel: "The TREND remains an important entry point for the continued strong year-end business. At the TREND, every consultant has the possibility to obtain detailed information about the highlights and tips for his customers and to provide his customers with extensive advice. Moreover, the TREND offers an excellent networking platform that boasts an informal character and enables interesting discussions and an exchange of ideas beyond business matters. Attendance is thus highly recommended."

### IMPORTANT GROUNDWORK

For Jürgen Geiger of Geiger-Notes AG and also a board member of the GWW, the TREND "is far more than merely a mandatory event. That is why I attend it every year and value the discussions with our trading partners in a thoroughly business-like, but relaxed atmosphere. In addition to the latest impulses for the upcoming Christmas trade, it also provides important groundwork for the following year. We already show the first new products and can take into account the response of our partners in the preparation of our sales material. In short, the TREND is definitely an event that should not be missed. And whoever does miss it – be it as a supplier and exhibitor or as a distributor and visitor – only has himself to blame."

[www.gww-trend.de](http://www.gww-trend.de)



# GWW TREND



## 2016

**15. September 2016**

ab 18:30 Uhr, Get-Together

**16. September 2016**

9:00 bis 17:00 Uhr, Ausstellung



**Die GWW TREND hat Geburtstag - feiern Sie mit!**

Kostenfreie Anmeldung unter

[www.gww-trend.de](http://www.gww-trend.de)



## Congress Center Rosengarten Mannheim

Der Eintritt zur TREND 2016 ist einzig Fachbesuchern (Werbeartikel-Beratern) vorbehalten.  
Der Besuch der Messe am 16. September 2016 ist für Werbeartikel-Berater kostenfrei.

**Vorherige Anmeldung unter [www.gww-trend.de](http://www.gww-trend.de) erforderlich.**



The site is not affected: the Senator plant in Groß-Bieberau.

## PERUSA PARTNERS TAKES OVER

# SENATOR IS SOLD

The Merz Group has sold its writing instrument subsidiary Senator to the Munich-based capital investment company Perusa Partners. Merz itself wants to focus on the global business sectors pharmaceuticals and aesthetics in future.

**F**or more than 90 years Merz has kept the flag of the writing instruments supplier Senator flying in the unusual combination with pharmaceuticals. This has now ceased. The new partners have given a contractual assurance that the Groß-Bieberau site is not affected by this development.

### A LOGICAL STEP

The promotional products industry is also affected because part of Senator has been traditionally devoted to the advertising sector. Industry insiders had long suspected that something was going on at Merz because the writing instruments sector was not stable in terms of personnel management and nor were sales revenues. Nevertheless Senator generated a turnover of almost 50 million euros with around 350 employees. Michael Nick, one of the partners of Merz and chairman of the su-

pervisory board of Senator, said about the Perusa deal: "We are convinced that the sale to Perusa is the right move for the long-term development of Senator." In the Merz Group itself, Senator played an increasingly less significant role with just 5 per cent of turnover. The initial reactions from the industry are therefore that the step which has now been taken is ultimately a logical one.

### TURNAROUND SUCCESSFULLY INITIATED

Perusa GmbH, the new owner of Senator, was founded in 2007. Perusa's partners mostly invest their own money in addition to institutional funds, as is also the case with Senator. Daniel Jeschonowski, who in addition to Dr. Ulf Osmers is the new managing director in Groß-Bieberau, is also likely to have a personal stake. The fund

which Senator was incorporated into at Perusa runs until 2026. This shows that the Munich-based company is systematically continuing and expanding its policy. Long-term investments are the core of the company. An exemplary commitment is the majority stake of Perusa in the motorcycle helmet manufacturer Schuberth in 2013. The company had been intercepted during its decline, increasing turnover from 60 to 75 million euros and increasing the number of employees to 400 today. Schuberth is again performing brilliantly in 2016. Hence the prospects for Senator are good. Nevertheless the greatest achievement in the first 100 days should be to steer the company into calmer waters. Until the end of 2015, there had been too much experimenting in terms of personnel, and as for the product range decisions occasionally led to a dead end. It must be said, however, that Senator was already well on its way out of the crisis in the first half of 2016. The turnaround has been successfully initiated. On the way up, it is at most the competition that is standing in its way. During its long history, however, Senator has always managed to deal with this situation and secure a place at the forefront. At the PSI in January 2017, it will be possible to get to know the "new" Senator GmbH at close hand. [www.senator.com](http://www.senator.com) <



# trendfactory



## THE RITUAL OF AYURVEDA

Ayurveda findet seinen Ursprung vor mehr als 5.000 Jahren in Indien. Diese jahrhundertealte Philosophie basiert auf der Wiederherstellung innerer Harmonie durch die alten Praktiken der Reinigung und Pflege von Körper und Geist. Finden Sie mit der Ayurveda-Kollektion zu innerer Harmonie und Ihre Schönheit wird noch natürlicher strahlen.



**GWV TREND**  
2016

**am 16. September**  
in den Mannheimer Rosengarten

Trendfactory ist für die Lieferung von RITUALS an Wiederverkäufer in der Werbemittelbranche zuständig.

tel: +31 252 622233

info@trendfactory.eu

www.trendfactory.eu

## POLYCONCEPT

# CHARLESBANK CAPITAL PARTNERS TAKES OVER

Polyconcept, the parent company of Polyconcept North America (PCNA) and PF Concept, has been acquired by an investment group led by Charlesbank Capital Partners, LLC. The capital for this transaction is provided by Charlesbank, the management and a number of other investors. Further details of the agreement were not disclosed.

The takeover by Charlesbank does not entail any changes to the management. "Business as usual" applies for all customers of Polyconcept worldwide. The successful eleven-year partnership with Investcorp ends as a result of the acquisition. The acquisition of PF Concept in Europe and Leed's in the USA in 2005 laid the foundation of Polyconcept. Subject to compliance with regulatory requirements and other customary closing conditions, the transaction is expected to be completed in the third quarter of 2016.

"We are concluding a successful chapter with Investcorp and are grateful for the long-term partnership," says Gene Colleran, Chief Executive Officer of Polyconcept. "We look forward to the new partnership with the Charlesbank, which looks back on a long tradition of investment. With the financial support, strategic guidance and the significant network of Charlesbank, we now have all the resources to continue to increase the company's value considerably."

"Charlesbank is the ideal partner for Polyconcept. I look forward to the opportunities offered to us by Charlesbank: The growth of our business and the introduction of new initiatives that support our long-term strategy," says Ralf Oster, Chief Executive Officer of



PF Concept Europe. "We expect that the transition will be seamless for both our customers and our employees."

Josh Klevens, the Managing Director of Charlesbank, is especially convinced by the competitive position and the diversity of Polyconcept with respect to its customers, suppliers, price positioning and international locations. "We are very pleased to be working with the existing management," says Klevens.

## POLYCONCEPT

**Polyconcept** operates worldwide in more than 100 countries. With branches in the USA, Europe, Hong Kong, Canada and China, the company distributes its wide range of promotional products and giftware to more than 100,000 companies – from small SMEs to globally operating corporations – with the support of a dense network of specialised distributors of promotional products. [www.polyconcept.com](http://www.polyconcept.com).

## POLYCONCEPT NORTH AMERICA

**Polyconcept North America (PCNA)** is a wholly owned subsidiary of the global market leader Polyconcept. The company is responsible for the brands Leed's, JournalBooks and Trimark Sports-

wear as well as the Bullet and Humphrey ranges and thus distributes some of the most successful brands in North America. PCNA is characterised by first-class service and guarantees the highest standards in quality and reliability in the market.

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

## PF CONCEPT

As an important supplier of promotional products and giftware in Europe, **PF Concept** combines an extensive product range with comprehensive Europe-wide services that provide real added value for distributors. PF Concept is the preferred one-stop marketing solution for 9,200 promotional products distributors in more than 60 countries. The headquarters in Roelofarendsveen near Amsterdam maintains nine sales offices all over Europe.

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

## CHARLESBANK CAPITAL PARTNERS

Based in Boston and New York, the investment firm Charlesbank Capital Partners is a medium-sized private equity firm that manages over US\$3.5 billion of capital. Charlesbank focuses on management buy-outs and growth capital financing.

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

&lt;



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# PROTECT YOUR MONEY !



*Cardguard sleeve is made to protect the credit card data against unauthorized access by hidden RFID card readers. Your money are safe. The product was successfully tested by research institute of AGH University of Science and Technology .*

## OTHER PRODUCTS

**Badges**



**Sticky cleaners**



**Any shape badges**



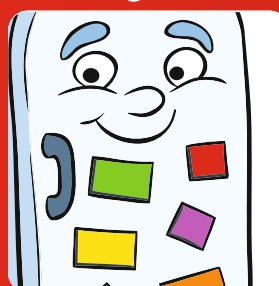
**Camera blocker**



**Mobile rings**



**Fridge and flexi magnets**



**Mobile Card Pockets**



**Multistickers**





**FOR THE THIRD TIME IN A ROW**

# EMSA IS AMONG THE TOP 100

For the 23rd time, the TOP 100 most innovative German SMEs were recognised for outstanding achievements. Following 2014 and 2015, Emsa GmbH belongs to this innovation elite this year for the third time in a row.

**H**eadquartered in Emsdetten, the company previously took part in a sophisticated, scientific selection process. Innovation management and innovation success were examined. Ranga Yogeshwar, the patron of the innovation competition, honoured the top innovator during the German SME Summit in Essen on 24 June. This year, more than 4,000 companies were interested in participating in the TOP 100. 366 of them competed for the qualifying round. Of these, 284 reached the final round. 238 finally made it into the TOP 100 (a maximum of 100 in each of the three size categories). The companies were again assessed by Prof. Dr. Nikolaus Franke and his team from the Department for Entrepreneurship and Innovation at the Vi-

enna University of Economics. The patron of TOP 100, the science journalist and TV presenter Ranga Yogeshwar, is impressed by the quality of the companies and hopes this will send out an important message: "The way how the TOP 100 generate new ideas and develop pioneering products and services from them is remarkable in every sense of the word. I am therefore pleased that the award makes these qualities visible. Hopefully their success will encourage other companies to follow suit because this culture of innovation will become more important for all companies in the future."

## MODERNISATION

## AND RESTRUCTURING

With its more than 400 employees throughout Germany, Emsa belongs both nation-

ally and internationally to the major manufacturers of household goods and gardening products. In the innovation competition, the company founded in 1949 once again convinced with its intelligent marketing and fresh innovation processes. In order to still further advance these areas, the company has invested heavily in the modernisation and restructuring of its main location in Emsdetten. "Our clear focus on innovation management has brought us significantly forward", explains managing director Dr. Klaus Flacke. Project teams research ideas in the pre-development phase and then assess them in a frank discussion. "We decide democratically – an idea is realized when the majority is convinced of it", said Flacke.

Image: KD Busch/compamedia

**STRATEGIC PARTNERSHIP WITH SEB**  
The specialist for household and garden products from Emsdetten belongs henceforth to the globally operating French group SEB. Emsa wants to continue its growth story in the dynamic, globalised environment through the strategic partnership with SEB. The SEB Group, which generates almost 4.8 billion euros in annual sales, includes well-known brands such as Krups, Rowenta, Tefal, Moulinex and Supor.

**EMSA UTILISES SOCIAL MEDIA**  
Emsa also uses the social media to market its products. The company has built up a strong online community in which its customers are not only buyers but also fans. "The comments are direct and unadulterated," explains marketing manager Daniela Heisig. "They allow us to draw clear conclusions on what our customers like and what not. We take every comment to heart and have been able to decisively improve our products." [www.emsa.de](http://www.emsa.de)



# Brilliant British-made Promotions!

Huge range of stylish  
products to suit  
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Buying British  
helps to support  
the UK economy.



Brilliant quality  
products for  
durable  
promotions.



Products  
from as little  
as €0.13 each



A colourful variety of products, interested customers, professional advice: there was no shortage of these at the in-house trade show of Parzellers Werbemittel.



This in-house event attracted nationwide interest. The visitors who had travelled farthest to East Hesse came from Bonn.

## PARZELLERS WERBEMITTEL

# IN-HOUSE TRADE SHOW WITH POTENTIAL

A long established event that is popular among customers is the in-house presentation at the company Parzellers Werbemittel. The specialists based in the East Hessian city of Fulda showed their latest products of the most promotionally effective medium together with 22 supplier partners.

Like last year, managing director Rainer Klitsch and his team again invited their guests to the popular event location at the 3G Competence Centre which is situated in an optimally located industrial park in the west of Fulda. This location offered bright, atmospherically beautiful rooms and enough space for the new re-

leases and established products from the assortments of the exhibitors whose balanced mix successfully highlighted the colourful abundance and wide spectrum of haptic advertising. Parzellers again presented its customers almost entirely different manufacturers and suppliers than last year and paid particular attention to

ensure a well-balanced product mix. This also ensured a great deal of variety at the 16th in-house trade show which was received by customers with great interest.

### VERY HIGH VISITOR RATE

In the morning, the 10-member Parzellers team and the exhibiting partners already had their hands full. According to Rainer

Klitsch, it was already „really busy“ in the initial hours of the in-house trade show. 108 companies had pre-registered and by noon quite a few unannounced representatives of advertising companies all took their time to view the products being exhibited. In addition to interesting products and related promotional ideas, catering with tasty delicacies were also provided.

#### **SUPRAREGIONAL SPECTRUM OF CUSTOMERS**

The fact that the attractiveness of the services and products offered by Parzellern Werbemittel has a supraregional impact is reflected in the spectrum of the customers of the promotional product all-rounders, which extends nationwide and even addresses new customers as far away as Vienna with the promising shop system of its new website. In addition to the comprehensive service package that Parzellern offers, the company also uses the Newsweek of GWW to target customers. This year they participated as distributor partners at the News-

week with counters in Frankfurt and Hamburg. „The basis on which we rely, however, is formed by the many medium-sized companies and businesses in the region, including the many loyal customers who have relied on the portfolio of Parzellern Werbemittel for years because they know that they will be well served“, emphasizes Rainer Klitsch who can look back on a continued positive development of his company.

#### **PROMOTIONAL PRODUCTS ARE POPULAR**

„Business also developed well last year. Based on my judgement, the promotional product has lost none of its importance, but rather is still strongly recognised. The advertising industry is increasingly recognising the lasting value of good-quality and sustainably produced promotional products“, said Klitsch, also reporting a slight growth in the current year. „We can be very satisfied because we enjoy a very solid foundation,“ was his interim report.

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



**Many of Parzellern's customers look forward to the annual trade show day.**

#### **TALKING TO RAINER KLITSCH**

### **“A WEALTH OF INQUIRIES”**

At this year's in-house trade show, we talked to Rainer Klitsch, the managing director of Parzellern.

#### **What was your impression of your in-house trade show this year?**

As in previous years, we had an exciting trade show day with a lively crowd of visitors. 186 people from 113 companies visited our in-house trade show, including some new customers, which is especially pleasing. Many of our customers look forward to our annual trade show day to personally obtain lots of ideas for their promotional product activities in a relaxed atmosphere. The personal encounter with customers is very valuable. Our exhibitors were highly satisfied and received a wealth of interesting inquiries.

#### **Can you recognise product trends for this year?**

USB products and textiles continue to play a major role. The issue of sustainability is noticeably gaining significance.

#### **How do you assess the current situation of the promotional products market?**

#### **What is the mood on the part of industrial customers?**

The mood of customers is positive, the economic situation is good and the promotional product continues to gain importance in the marketing mix. These are all good prerequisites for another good promotional product year.

#### **Do you have concrete plans or ideas in your company that you want to implement**



**Managing Director Rainer Klitsch.**

#### **this year or in the future?**

We continue to rely on good personal advice. Of course, we also sell through our website, but it cannot be our goal to scale down our service on a medium that gives all the responsibility to the customer and makes the distributor the executing party. That would make us redundant in the long run. As we operate nationwide, we are currently looking for another salesperson for the region of northern Germany.



In small groups, the participants of the workshop were guided through the production facility.



A Geiger-Notes product ready for delivery.

## WORKSHOP AT GEIGER-NOTES

# ON THE WAY TO BECOMING A NOTEBOOK PROFESSIONAL

A notebook is a complex product with a multi-stage production process. Reason enough for the notebook professional Geiger-Notes to hold a workshop for interested promotional product distributors and to show the manufacturing process of a notebook. “How do I become a notebook professional?” was the question raised at the production facility of Geiger-Notes in Mainz-Kastel. Numerous participants gladly received a competent answer to this question.

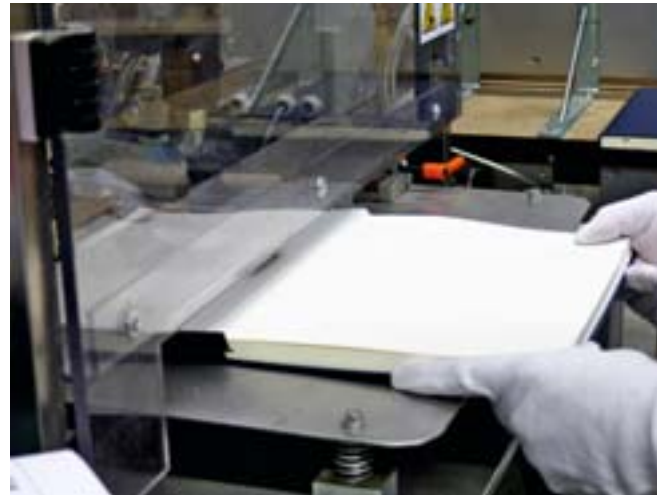
**T**he popularity of the notebook is on the rise,” was one of the first sentences of Dirk Mroczek, Sales Manager at Geiger-Notes, in his lecture “Business notebooks as promotional products”. Despite digitalisation, handwritten literature has been booming for years. And there is no end in

sight. “Studies show that notebooks are used on average twice a day – twice as often as promotional products on average,” revealed Mroczek. The immense popularity of this article is reflected in a significant figure at Geiger-Notes: Notebooks have a 20 per cent share of the company’s

total sales. This is hardly surprising as it is a fast-growing product segment with a high rate of innovation. New finishing possibilities and materials make this possible. The question remains: What makes a notebook a business notebook? This question was also answered by the sales manager



**To make round corners from sharp corners. No problem thanks to modern technology.**



**Not with kid gloves but nevertheless handled with gloves: the notebook is touched carefully during this step of procedure.**

of Geiger-Notes: modern design, high-quality practical features for everyday business life and last but not least quality “Made in Germany”. The business notebook is particularly functional when combined with a calendar to become a true hybrid timer. And Mroczek explained further that this is widely accepted by the market.

#### **A SLEEK DESIGN**

A business notebook also scores with other extras, however, such as the colour and motif-colour design. The notebook edges can not only be printed in an individual customised colour, they can also be printed with logos, images or texts. By Geiger-Notes’ own account, the motif colour edging is an absolute innovation. A new article which has been part of the product range since early 2016 is the CI-Book: a premium notebook with a “modular system” which allows the cover, rubber closure, rubber pen loop, colour edging and many more options to be customised.

#### **THE FINE DETAILS OF A NOTEBOOK**

With an understanding of the importance of the business notebook as a promotional product, the workshop then focussed on the production of a business notebook. Before the participants of the workshop set out on a 90-minute tour of the production facility and to witness the manufac-

ture of a notebook, Ralph Tomm, head of central order management, and Mario Strauss, team leader of the book division, gave an insight into the theory. After a brief outline of the fact that the material of notebooks is “entirely FSC-certified”, that more than a million sheets of paper are kept in stock, and that notebooks are produced in block, the focus moved to the theoretical part. It was explained, among other things, that lamination is important to protect the print from drying out or from scratches when the guillotine is used, and which cover materials are cut to size, when and why round corners are made from sharp corners, and that a notebook continues its way along a suspension line (incidentally, the largest machine) to ensure that the book block can be properly mounted into the book cover.

#### **FROM THEORY TO PRACTICE**

With this theoretical knowledge in mind, each production step was explained by an expert. Matthias Seltmann, head of tech-

nical order management, led the interested visitors through the production facility with his wealth of expertise and explained the various stages of manufacture. Thanks to the professional introduction in the morning, the recognition factor of the respective production steps was very large. Visitors saw how paper was cut on the guillotine and further processed on cover materials cut to format. Along the suspension line, visitors witnessed how the multitude of book blocks are mounted into the book cover. The next stage was the press station where ultimately the book block and cover are pressed together to attain a folding that ensures the book cover can be optimally opened and closed. Visitors also observed that the rubber pen loop is still connected using precision handwork skills when producing the notebook. As a special treat and as a reminder of the day when they became notebook professionals, several participants had their own personal notebook embossed with their name. <



**An individual embossment turns a notebook into a personal one.**



## PAPER, PACKAGING, FINISHING BEAUTIFULLY WRAPPED

The artist Christo once said there is “revelation through concealment” – and thus described the purpose of beautiful packaging of beautiful things. This also applies to the outfit of promotional gifts whose attractive shell implies an equally attractive core: the “trimmings” as an appetizer before discovering the “contents”.

**T**he value of a designed package says a lot about the contents as well as the recipient. Useful as well as beautiful (promotional) things are put into the right perspective by an appropriate presentation and are therefore more attractive. Industrially manufactured packaging has accompanied almost every product in a practical, playful and seductive nature for about 200 years. They have often matured into genuine works of art, written design history and significantly influenced purchasing behaviour. The specifically affixed removable wrapping often serves as a second face of the product hidden and protected therein. In this way, the packaging visually enhances the value of an object to express the appreciation of the recipient of the packaged promotional gift. Thus packaging does not simply serve as an accessory part, it frequently gives the first and decisive impression. The promotional products industry offers numerous examples of the highly effective interaction of packaging, contents and corresponding finishing with design wrapping that is in step with the spirit of the times. <



## DOMING IN A SQUARE

**M**ahlwerck Porzellan has further developed doming on porcelain: three-dimensional branding is now possible on nearly all Mahlwerck mugs and cups. Integrating doming into the surface makes for a particularly elegant look. Especially interesting in this connection is the use of photorealistic motifs at low printing costs, as well as the high-value impression. The new Doming2 can be used with all rectangular Mahlwerck cups and mugs. The shape of the three-dimensional doming element is not restricted to a square, but can be individually designed. The new Doming2 is available on orders for as few as 150 or more.

PSI 44833 • Mahlwerck Porzellan GmbH • Tel +49 8031 274724

[martin.hauer@mahlwerck.de](mailto:martin.hauer@mahlwerck.de) • [www.mahlwerck.de](http://www.mahlwerck.de)



## NOTES AND REMINDERS PUT TO PAPER

**W**ith the new Red Pepper travel folder with integrated notepad in DIN A5 format by Troika, the user has everything at hand that a manager, tradesman or the organiser of a private function needs. The PU/leather folder with shiny chrome plated metal clip for receipts also offers eight card pockets, a magnetic clasp, a ballpoint pen and a stylus. It's always within reach during meetings and when on the road and keeps things tidy and well organised. Advertising can be applied via printing or engraving on the metal clip and via printing on the leather. Engraving is free of charge for orders of 100 pieces or more.

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[a.bauer@troika.de](mailto:a.bauer@troika.de) • [www.troika.org](http://www.troika.org)

## PROMO-MATTEN ZUM STAUNEN!

Vom Event mit Rotem Teppich bis zum Glanzauftritt am PoS – unsere Promotion-Matten in bester Druckqualität ziehen alle Augen auf sich. Mit Brillanz und Intensität rücken Sie Ihre Marke ins optimale Licht. Neugierig? Für jeden Anlass die perfekte Matte finden Sie auf [www.promotion-mats.eu](http://www.promotion-mats.eu)



## KLEEN-TEX

PROMOTION MATS

Tel. +43 5372/61380  
[promotion@kleen-tex.eu](mailto:promotion@kleen-tex.eu)



## BRILLIANT PRESENCE

Advertising on the terminic desk calendar called quadro with a four-month overview looks like it is being kept safe under glass and meets the same “brilliant” level of the company on the last day of the year as on the first. There are three standard calendar tables with a four-month view to choose from. The calendar portion of the stand-up desk calendar can be upgraded each year at low cost. This takes pressure off the advertising budget in subsequent years. The calendar can be supplied in the German version with D-A-CH public holidays or in English without public holidays. The calendar table is protected by transparent film with a red, movable date marker on a transparent bar.

PSI 41308 • terminic GmbH • Tel +49 421 871450  
info@terminic.de • [www.terminic.de](http://www.terminic.de)



## THE ART OF STORYTELLING

In today's crowded world, it's not necessarily the product or service that makes a company stand out, but its story. Moleskine uses the art of storytelling to give meaning to objects, creating a sense of identity with the people who use them. Distributed in 92 countries in over 26,000 points of sale, Moleskine also operates 55 of its own retail stores. Moleskine offers simple, functional customized objects, that can be turned into powerful communicators for the world's best brands. Notebooks, pens and bags can be personalized from a minimum order quantity of 10 pcs., to tell a brand's personalized story. From adding a logo to cover, notebook endpapers, paper banderoles, envelopes and themed gift boxes, there are countless ways in which to add personal meaning to Moleskine objects.

PSI 48679 • Moleskine • Tel +39 02 00680599  
special@moleskine.com • [www.moleskine.com](http://www.moleskine.com)

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ADVENT CALENDAR



**PRALINÉ**  
ADVENT CALENDAR



**PREMIUM GIFT**  
ADVENT CALENDAR



[www.ksw24.eu](http://www.ksw24.eu)



## MORE THAN TWENTY NEW ITEMS

Individually printed advent calendars are among the most popular advertising vehicles at Christmas. The advent calendar experts at CD-Lux focus on top-quality workmanship, premium brand-name chocolate from Lindt, Sarotti, Milka, Toblerone or Ritter Sport, and the best possible price-performance ratio. More than twenty new products will be added to the already broad product range in 2016. For instance, the “RitterSport” pyramid, the shapely “Desktop” advent calendar, a round advent calendar, or the new “Tea-House” – to name but a few. Samples and a neutral distributor catalogue can be ordered from CD-Lux starting immediately.

PSI 45452 • CD-LUX GmbH • Tel +49 9971 85710  
[info@cd-lux.de](mailto:info@cd-lux.de) • [www.cd-lux.de](http://www.cd-lux.de)

## KINDLING WARMTH

Fireplace matches are classics for the colder months. For more than two decades now, the company AS has been offering a wide range of promotional matches at affordable prices. Extra-long matches for candles, the fireplace, the Advent wreath or the Christmas tree are particularly suitable for the Christmas period. The minimum order quantity is 1000 pieces, with customized printing. Available are extra-long matches measuring 7.5, 10 and 17.5 centimetres. AS guarantees a “short delivery time”. Soon Advent calendars with 24 condoms and Advent tea calendars will be available. AS is also happy to send samples.

PSI 42676 • AS Advertising Support Werbeträger Vertriebs GmbH  
 Tel +49 4104 9198356  
[info@as-advertising.de](mailto:info@as-advertising.de) • [www.as-advertising.de](http://www.as-advertising.de)



## TIME FOR GROWN-UPS TO BE CREATIVE

For some time now, there has been a trend that is gaining in momentum: colouring books for adults rather than children. The “Creative Timeout” Stabilo colouring book set gives adults an opportunity to relax while colouring in artistic motifs with a Stabilo point 88 fineliner in a wide choice of colours. On offer are the fifteen popular fineliners in a case, along with a colouring book in an attractive cardboard gift package. A banderole can be used to customize the gift set. On orders of as few as twenty or more, the “Creative Timeout” colouring book set comes with a banderole featuring space for personal and handwritten messages, or with an individual customer design on request.

PSI 43287 • Schwan-STABILO Promotion Products GmbH & Co. KG  
 Tel +49 911 56734-55 (Sales Germany) • Tel +49 911 56734-65 (International Sales)  
[service@stabilo-promotion.com](mailto:service@stabilo-promotion.com) • [www.stabilo-promotion.com](http://www.stabilo-promotion.com)



## SUSTAINABLE ALTERNATIVE PACKAGING

**P**aper carrying bags made of 80% recycled paper are a sustainable alternative to the unpopular plastic bags. Bionatic has realized this and provides these bags with a trendy power look. The carrying bags are made to be particularly robust and tear proof, and come in white as the standard colour. On orders of 1,000 or more, they can be subsequently printed and starting at 5,000, there is a particularly inexpensive ex-works printing with up to 100 per cent ink coverage. The bags come in various sizes and models and what is more, they are naturally reusable for a long advertising effect.

PSI 49169 • Bionatic GmbH & Co. KG • Tel +49 421 24687870  
greenbox@bionatic.de • www.biologischverpacken.de



## A TRENDY SET IN GREEN

**T**he "Minzling" from Kundenpflege Wellness & Care is a set that is all the rage. Packed in the original paper bag are a bottle of shower gel (170 ml) and a tube of body lotion (100 ml). Both are fragrant with the scent of green tea and mint. In combination with the unbeatable price, this set is an absolute bestseller, says the supplier. The set can be finished with an individually printed label.

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



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## SANTA CLAUS FOR ALL OCCASIONS

**T**he perfect man for the job in the pre-Christmas season is the quality Lindt Santa Claus made of finest milk chocolate by Jung. Two new sizes are now available in the Christmas range: the version with a weight of approx. 40 grams and a height of 10 centimetres and the smaller variety weighing approx. 10 grams with a height of 6 centimetres. The two sweet messengers come supplied in a promotional display that can be fully customised in four colours, thus providing great communication possibilities at PoS, events, as a little gift given by sales representatives or as a small present for staff.

**PSI 41545 • Jung Bonbonfabrik GmbH & Co. KG • Tel +49 7042 9070  
zentrale@jung-europe.de • [www.jung-europe.de](http://www.jung-europe.de)**



## ADVERTISING ON WHEELS MOBILIZES

**T**he Expobox is a classic product, for which the Frankfurt-based promotional product professionals at Markenraum have now secured the exclusive distribution rights in the D-A-CH region (Germany, Austria and Switzerland). The trade show trolley is valued by exhibitors and visitors alike. The mobile transport box for promotional material or samples is practical, original and very effective for advertising purposes. It is available in different sizes with three frame options in each case. High-quality materials enable a load capacity of up to 20 kilograms. The EXPOBOX can also be used for promotional purposes as outer packaging. For example, as a convenient transport box for wine bottles.

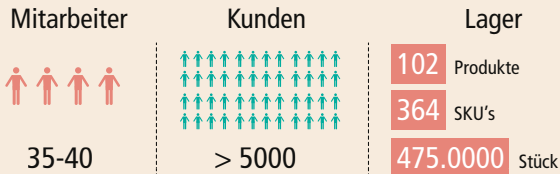
**PSI 15107 • Markenraum GmbH • Tel +49 69 949459261  
[huellen@markenraum.eu](mailto:huellen@markenraum.eu) • [www.markenraum.eu](http://www.markenraum.eu)**



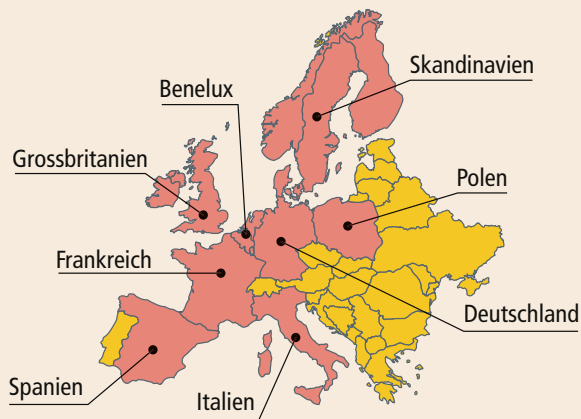
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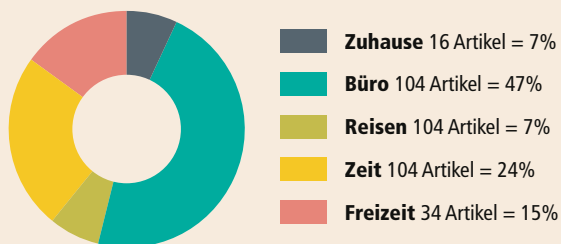


#### STANDORTE

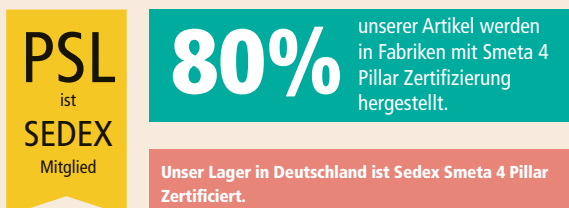


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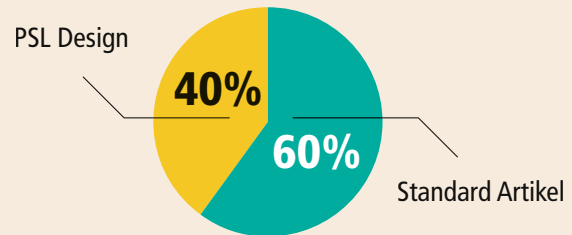
#### PRODUKTE



#### SOZIALE VERANTWORTUNG



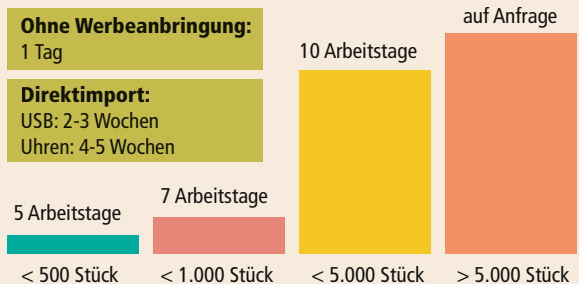
#### DESIGN



#### LEIDENSCHAFT

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GADGETS **SPASS** SOZIALES ENGAGEMENT  
PERSONLICH **VERBINDEN**

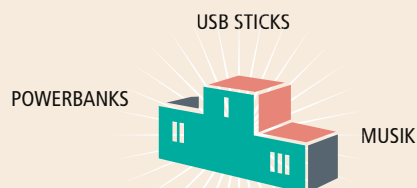
#### LIEFERZEIT



#### INTERNET

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#### BESTSELLER



FÜR WEITERE INFORMATIONEN BESUCHEN SIE UNSERE WEBSITE [WWW.PSLWORLD.COM](http://WWW.PSLWORLD.COM)



## STONE PAPER WITH A SOFT FEEL

**S**tone paper is a sustainable development and symbolises respectful treatment of our planet. JH Innovations offers this paper, which is appreciated for its silky feel, as the basis for promotional print materials and promotional products such as carrier bags, door hangers, business cards, brochures and much more. Due to the use of mineral dust (calcium carbonate,  $\text{CaCO}_3$ ), blended with a small proportion of non-toxic HDPE, stone paper is, unlike conventional paper, completely wood-free. Neither water nor bleach is used during manufacture.

PSI 48291 • JH Innovations GmbH • Tel +49 621 7481466

info@jh-innovations.de • [www.jh-innovations.de](http://www.jh-innovations.de)

## BAGS FROM BOTTLES

**A**ccording to Chicobag, it is time for single-use products to pack their bags; after all, a sustainable lifestyle requires attractive and practical products that improve everyday life while also doing something for the environment. For this reason, bags made of recycled PET bottles are now meant to reduce the consumption of single-use plastic bags that harm the environment. The VeggieBag collection is the solution for purchasing fruit and vegetables without wasting plastic. With bags produced in a sustainable and fair way, with an integrated case and snap hook, Chicobag is actively fighting the throw-away mentality.

PSI 49188 • Nawoli GmbH • Tel +49 176 57767384

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



## STAND-UP FIGURES BY POST

**A**s greetings cards bearing Christmas wishes, these special cards from emotion factory ensure maximum attention. The jolly stand-up felt and wood Santa, inserted flat in the card, turns into a decorative and atmospheric eye-catcher at a flick of the wrist. The stand-up figure and card family includes the figures Tree, Star, Elk, Angel and Rocking-Horse, along with two new designs, Snowman and Gingerbread Man. The card is fully customisable and offers plenty of space for advertising and greetings.

PSI 41016 • Heri-Rigoni GmbH • Tel +49 7725-93930

mail@heri.de • [www.heri.de](http://www.heri.de)

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## BIG FUNCTION IN A SMALL FORMAT

**T**he problem is not new: many an office lacks free wall space for a large-format wall planner. So do you have to accept being unable to view the year as a whole? Not with the new Door Micro-Tac wall planner from Geiger-Notes. Thanks to its small A3-plus or even A4 format, it is predestined to be placed on doors or cabinets. The Micro-Tac coating on the back provides for optimum adherence on all smooth surfaces and can be removed without leaving a trace. And in the A4 format, the new planning calendar is also a useful mailing supplement that recipients can put to good use. The monolingual calendar sheet of the Door Micro-Tac comes in blue or an individual decorative colour, four-colour printed advertising is always included. As an option, there is also the Star version coated in film that can be written on with whiteboard markers.

PSI 41615 • Geiger-Notes AG • Tel +49 6134 1880

[info@geiger-notes.ag](mailto:info@geiger-notes.ag) • [www.geiger-notes.ag](http://www.geiger-notes.ag)

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## SIP FOR SIP, A SPECIAL TREAT

**T**he product called koawach is a tasty organic drinking chocolate with natural caffeine from the guarana plant. It delights the nose and palate with the finest cocoa, guarana, and raw cane sugar. This makes koawach the perfect alternative to sweetened coffee. The high-quality ingredients are vegan and come from fair trade with select organic farmers in Latin America. This drinking chocolate is a special treat, sip for sip: mild, smooth, wholesome, and incomparably chocolatey. Koawach is ideal as a gentle wakeup in the morning and for a natural boost of energy in between times. koawach Klassik is great for newcomers to koawach and as a special chocolate gift for any occasion. The supplier, koakult, offers individual branding and gift solutions.

PSI 49759 • koakult GmbH • Tel +49 30 69503820

[werbemittel@koawach.de](mailto:werbemittel@koawach.de) • [www.koawach.de](http://www.koawach.de)



## PROMOTIONAL COMPANIONS

The “Handmade Look” tags made of elastic or inelastic cord convey a nice greeting. The new additions to the Pecotex range come with or without a little attached card or note. Areas of application include, for example, glasses or bottles of all kinds, luggage tags, jewellery boxes and all other products onto which a tag can be attached. The holes of the card can also be fitted with a metal eyelet, if preferred. The elastic cord is available in many different colours as well as silver or gold metallic and in lengths from 8 to 38 millimetres.

PSI 43108 • Pecotex Bergenthal GmbH • Tel +49 2191 50779  
info@pecotex.de • www.pecotex.de



## SIX-PACK WITH BRAND NAME CHOCOLATE

Jung Bonbonfabrik presents a successful six-pack with a promotional greeting, consisting of six Ritter Sport “Quadretties” in the varieties Alpine milk chocolate, almond and cornflakes, in a golden insert as a further novelty for the advertising market. Distribution partners can now find the elegant packaging consisting of white glossy cardboard in the new Christmas catalogue. The little box, which is available customised starting at 200 pieces, can also be used throughout the entire year for all types of events, as a small gift in parcels or as a little gift given by sales representatives.

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



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## DURABLE PAPER BAGS

**T**his year, Joytex is also offering paper bags. New in the collection is also the high-quality Bedford paper bag with a basis weight of 150 g/m<sup>2</sup>. The bag is furnished with non-woven material inside, making the bag robust and durable. Hence the bag can be used more often than other paper bags. Nonetheless, it can be entirely recycled the same as other paper bags. The Bedford comes with printing on orders of as few as 250 or more. Delivery can be at short notice as all bags from Joytex are printed in the in-house screen printing shop in Rhede. Up to six printing colours are available.

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

## MAGNETIC DESK TIDY

**W**ith the desk tidy Big Box made of plastic, Giving Europe is introducing a multifunctional accessory that is also suitable as a storage box for other small items. The practical desk tidy, which can be attached to the fridge or a radiator by means of a magnet, is supplied to the recipient with a wipeable felt pen. It is available in the colours white, blue and red; advertising material can be applied by means of screen or transfer printing.

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



## PRACTICAL SHOPPING ASSISTANT

**W**ith the European directive to stem the per-capita consumption of plastic bags, many retailers have taken action. Alternative bags, such as the Shop-in-Bag from East-West-Packaging, are therefore appealing. This bag comes in a handy storage pouch and can thus be folded up so small that it fits in every trouser pocket or handbag. A promotional message can be easily applied to the Shop-in-Bag by means of sublimation printing in four colours. The bags are available in seven basic colours from 200 pieces.

PSI 49541 • East West Beheer B.V. • Tel +31 6 53673436  
ronald.hendriksen@eastwestpackaging.com • www.eastwestpackaging.com

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## RATING: FESTIVE AND STYLISH

**U**nique, high-value product highlights like the powerful sounding four-in-one “MULTIbeatBOX” deserve an unmistakable gift package, as well. Here the combination is nearly perfect, since the service pros at micx-media pack their technical ingenuities in distinctive, tasteful, elegant advent gift packages. In addition, 24 little calendar doors “sweeten” the elegant present, with the “25th” revealing a four-in-one “SOUNDwunder” surprise.

PSI 45899 • micx-media in concept gmbh & co. kg • Tel +49 5205 99100  
[info@micx-media.de](mailto:info@micx-media.de) • [www.micx-media.de](http://www.micx-media.de)

## PRECISELY DETAILED AND MADE IN GERMANY

**A**ll Otto Hutt writing implements from Planet are produced with an eye to detail and plenty of care, exclusively in Germany. The result is high-quality utility items which bear the “Made in Germany” quality seal with full justification. Entwurf 01 is the purist among the writing implements from Otto Hutt. Its classic, discreet form is limited to the essentials. The pen is available in black, blue, red and green. The barrel is exquisitely lacquered in four layers, while the caps are made from sterling silver. Each writing implement is made unique by a six-figure engraved numeric code.

PSI 41394 • Planet Schreibgeräte GmbH • Tel +49 6201 845010  
[info@planetwriting.com](mailto:info@planetwriting.com) • [www.planetwriting.com](http://www.planetwriting.com)



## CREATIVE FAST-MOVING GOODS

**L**ediberg offers calendars and notebooks from the Ivory collection at short delivery periods, within a week of promotional messages being approved. A creative stage is set for promotional messages by a variety of colours and exciting formats. Lediberg has resurrected a typical 70s format with the Reporter notebook. It used to be basic equipment for the reporter on the move – today it’s a trendy format for quick note-taking. The App format is an innovative addition to the range: square and inspired by the digital world.

PSI 42438 • Lediberg GmbH • Tel +49 5261 6060  
[info@lediberg.de](mailto:info@lediberg.de) • [www.lediberg.de](http://www.lediberg.de)



## PRINT AND DIGITAL COMBINED

**T**he Paper Card from Pixika combines print and digital media in one useful accessory. The USB flash drive can be removed from the card and stuck back in as often as you like. The USB Paper Card was created to unify all kinds of documents in a combination of paper and USB in order to distribute, for example, flyers, business cards, instruction manuals or technical documents. The USB module is available in the mini USB and SIM ultra compact format in five different card formats. The card can also be used as a webkey.

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



## DOMING EXACTLY AS REQUIRED

**B**rennenstuhl describes the option of finishing products from its production with doming as a great alternative to conventional pad printing. Brennenstuhl doming is made of German resin; it is isocyanate-free and contains no harmful substances, making it completely non-toxic. What most people are familiar with is the small, round domed label showing the company's logo. There are now many different options, however, for a good presentation of the customer's logo. The shape and appearance can be custom designed.

PSI 41141 • Hugo Brennenstuhl GmbH & Co. KG • Tel +49 7071 8801186  
werbemittel@brennenstuhl.de • www.brennenstuhl.com

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## CONTENT IS NOT ALL THAT COUNTS

**A**n appealing package puts every promotional gift in an entirely different light. Small packages are a good, quick way to enable every company to make a positive, elegant impression, whether for an anniversary or as a small gift for customers. Reidinger has a variety of packages for promotional pencils on offer – made of through-dyed black ecoboard, as a silver slip-in case, or as “packaging with side effects”. The pencil is shown to best advantage in these packages, which can be printed as desired, and the advertising message is consistently visible.

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



## METAL BOX WITH A CLEAR VIEW

**W**ith its snap closure, which is practical because it is reusable, the metal box from Masas is a useful storage place even in its second life. The transparent plastic lid additionally makes it possible to discover the contents of the tin at first glance. In this way, the promotional message printed on it will remain in the recipient’s memory considerably longer. All the materials used are environmentally friendly and REACH compliant. Masas’ decorative metal packaging is certified in accordance with ISO 9001 (quality management) and ISO 22000 (food safety).

**PSI 45721 • Masas Metal Ambalaj San. Ve. Tic. A.Ş. • Tel +90 444 3198**  
**masas@masas.com.tr • www.masas.com.tr**

## ORNAMENTAL ACCESSORIES

**O**rnamental accessories as trendy on-pack items are a specialty of Tim Wunsch: the many different variations offered by the company create an opportunity to enhance the value of a product according to individual customer wishes or to follow the current fashion trend. The special on-pack items are designed in various materials. On request, a logo and lettering can also be integrated. A positive side-effect is the use of the products as jewellery, such as a bracelet, necklace or hair ornaments. There is also a wide variety of on-pack ideas in the men’s segment. The advertising message “ornamental accessories” and “brilliant advertising” in its great variety gets its life from the creativity of customers, in particular. The supplier will be happy to make their ideas come true.

**PSI 49152 • Tim Wunsch Import/Export GmbH • Tel +49 6781 56290**  
**info@tim-wuenschgmbh.com • www.tim-wuenschgmbh.com**



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Everyone likes to use cellulose tissues, they appeal to the senses of the customer and offer considerable value for the user. The tissues by Medicell combine these benefits with the integration of a customer logo or high-resolution images on a large advertising space. Its attention grabbing power, high value for the user and optimum quality are the arguments which make this private label product so attractive. Medicell delivers throughout Germany free of charge for orders of 3,000 packets or more and guarantees that the wood used in manufacturing is derived exclusively from sustainably managed forests.

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## PHANTASY SOFT AS VELVET

**B**oomerang's Sertq series is an especially unusual variation on the perennial best-seller "towel". In contrast to 100% cotton terry cloth goods, their 400g/m<sup>2</sup> consist of 30% microfiber. This means that one side has a woven surface that is soft like velvet. This makes it more absorbent while reducing the drying time and what is more, makes the material less susceptible to germs. A special sublimation technique was developed, called Total Quadri, which enables the advertising message to be applied to the entire area of the fabric. The towels come in four sizes (30 x 50 cm, 50 x 100 cm, 70 x 140 cm and 100 x 160 cm) in appropriate carrying bags.

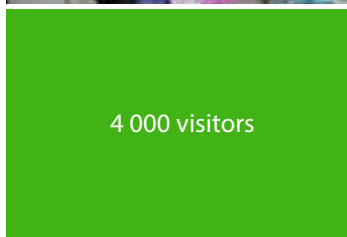
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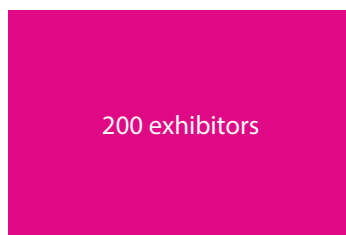
**F**irst Class Giant Brick from B&B Promotional Sweets is an exclusive gift perfect not only for the Customers from the financial sector. Inside the brick there are 12 milky chocolates with delicate alcoholised cream filling, wrapped in golden laminate and paper label with promotional print. Chocolates are available in three flavours: cocoa, pistachio and malaga. The box is personalised through full colour print or through embossment on gold or silver metallized cardboard. Different branding techniques and finishes such as hot-stamping on matte cardboard (many colours available) or spot UV varnish are also possible. The box is decorated with a stylish satin ribbon in one of many available colours. (Net/gross weight: ca. 204/230 g, Box size: 230 x 93 x 33 mm, Shelf life: 6 months, minimum order: 50 pcs.)

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The product 'Open Monitor' looks like a sticker and consists of several superimposed layers. After tearing off or folding a flap, the Open Monitor is activated and the message on the lower film is gradually revealed.



## OPEN MONITOR

# 'MAGIC' WAYS OF ADVERTISING

The specialists of the globally operating developer and importer of promotional products and gift items, Global Innovations Germany, enjoy a special reputation when it comes to developing innovative as well as customised promotional products tailored to the respective marketing target. The innovators have now been successful in launching 'Open Monitor', an exciting world first, which we are presenting on these pages.

**E**specially its global university and design network enables Global Innovations Germany GmbH & Co. KG to repeatedly develop sensational and extraordinary new products. 'Open Monitor', a world first, is such a product in the area of nanotechnology, which is now paving the successful way of Global Innovations in the promotional products industry. Despite its rather unspectacular appearance, it unfolds enormous multimedia (advertising) potential with its applications.

### UNVEILING OF THE MESSAGE

Developed by the University of Münster with research funding from the Federal

Ministry of Economy and Energy and patented in 137 countries, 'Open Monitor' looks like a sticker and consists of several superimposed layers. The lower film can be designed in any way, for example with an advertising message, a winning code or a discount symbol. The Open Monitor or prize draw processor is activated by tearing off and folding a flap, revealing a message attached to the lower film within a predefined period. This time window is currently 2 to 4 days. According to Global Innovations it should be possible by early 2017 to fix the opening period of the window to a precise period of e.g. 4 days. The

material is only 0.1 mm thick and is therefore extremely light, thus facilitating affixing and use.

### MARKETING REVOLUTION

„As a world first, 'Open Monitor' has generated a high level of consumer and media interest. The promotional effect is increased and multiplied through word-of-mouth recommendation because everyone wants to learn about this 'magic box'. Regular monitoring of the opening area generates an intensive preoccupation with the product or flyer on which it is mounted. Thus 'Open Monitor' achieves strong customer loyalty and quick customer recovery.



ery. Another attraction is the 'thrill' or increase in excitement as a result of the slowly revealing chances of winning. This is what makes 'Open Monitor' an innovation that will revolutionise the current standards in many areas and will make entire industries more interesting again, namely through more frequent visiting e.g. print media which will attract attention more frequently," explains Torsten Münich, managing director of Global Innovations Germany, who is currently looking for exclusive partners for using Open Monitor abroad.

#### LARGE RANGE OF APPLICATIONS

The range of applications of Open Monitor in the marketing area is huge. Integrated as a prize draw in flyers, catalogues or other printed matter, it enhances the internalisation and brand bonding of the advertised product, the brand or the company. The winning codes are freely definable with up to 5 digits or small images (see application example on these pages). Further application options include, for example, discount campaigns or the use as a „magic collector card“. As Torsten Münich reports, up to 100,000 units can currently be produced on existing equipment. „In about a year, we will be able to produce millions“, said Münich looking further into the future. We will soon be presenting further applications of Open Monitor which are currently being developed. More information is available at [www.openmonitor.de](http://www.openmonitor.de) or [www.globalinnovations.de](http://www.globalinnovations.de).

Here is a concrete application example: The folder of the test market with a Dunkin' Donuts prize draw that successfully took place in February this year. (see box for explanation)

#### EXAMPLE OF OPEN MONITOR AS THE „TRIGGER MECHANISM“ OF A DUNKIN' DONUTS PRIZE DRAW

The Open Monitor is attached to the back of a brochure. The winning codes of the jackpots are shown inside the brochure whereby smaller wins can be verified using a printed QR code on the website. Customers who make a purchase in one of the participating stores receive a flyer with the Open Monitor prize draw. After activating the Open Monitor, the window opens within 3 to 4 days. Three winning options were implemented:

1. On 'opening' the winning code, the initials „DD“ guaranteed a 10 per cent discount.
2. A visually imprinted instant win (donut or coffee).
3. Main prizes. To find out what prize was actually won and how it could be collected, the customer had to either visit a participating Dunkin' Donuts store again or visit the website.

A market survey conducted after the campaign confirmed the huge success of using Open Monitor. The results clearly show that the Open Monitor flyer has a huge impact on the purchasing behaviour of customers. More than 80 per cent of respondents immediately found the prize draw with Open Monitor to be easy to understand. 76.5 per cent looked at the flyer more frequently than at ordinary flyers. Of the test persons who obtained further information, 64.3 per cent used the QR code or the web link on the flyer. In an advertising campaign previously conducted at a basketball game where 2,000 flyers were distributed (without Open Monitor – only with advance announcements of the innovation – this result was demonstrated even more impressively: the QR code and landing page were visited more than 700 times on the first three days).

#### Future application options of Open Monitor:

- Precisely defined opening time of the „magic window“
- Moisture monitor
- Time monitor
- Temperature monitor (electronic sell-by date)

**5A PLUS GMBH**

# TAILORED PACKAGING SOLUTIONS

5A PLUS GmbH, headquartered in Magdeburg, offers custom-fit, emotionally strong solutions from a variety of packaging materials and finishing forms under the brand “ab1Karton.de” – and even in small quantities.



Individual ball packaging, corrugated cardboard, 4-colour digital printing.



Cheese box, corrugated cardboard, double-sided 4-colour digital printing.



Example ab1Karton.de sample box: Individualised and personalised packaging, 4-colour digital printing.

**H**ow can the optimum first impression be obtained for a promotional material? Probably the easiest way is by using packaging that enhances the communication of the brand and identity of the customer as well as the promotional product. However, in the case of small and medium-size quantities, the question of packaging costs quickly makes it difficult for the customer to make a decision. In the “worst case” an order is not placed. Relying on standardised mass solutions is regularly an inadequate solution. On the one hand, this will require sacrificing the promotional effectiveness. On the other hand, combining several promotional materials is not a trivial task. Added to this are new market requirements such as personalisation for the individual recipient, an opportunity to deeply

ly ingrain the conveyed message into the recipient’s memory.

## **FLEXIBLE PORTFOLIO**

A highly flexible solution portfolio is provided by “ab1Karton.de”, a brand of 5A PLUS GmbH. And, as the brand name suggests, even in small quantities. Besides packaging made of corrugated cardboard, all useful packaging materials available on the market can be processed, inter alia, foam, acrylic glass and other plastics as well as wood and composite materials. In addition to the classic finishing methods such as engraving, foil cutting and banderoles, there is also the possibility of large-format digital printing. Thus, not only is

individualisation with a company logo and proprietary design possible. Rather, packaging can be eye-catchingly customised, i.e. provided with the name of the recipient. Moreover, by combining materials, sensational packaging solutions can be seamlessly created.

## **MODERN MACHINERY – LEAN PROCESSES**

In addition to packaging standards, bespoke solutions are nevertheless possible – naturally everything custom-fit. “Despite the flexibility, prices are competitive and fair,” says 5A Plus. This is made possible by modern machinery and lean processes. Both aspects lead to short project times. And for those who require swift delivery or want to go easy on their own resources, “ab1Karton.de” can also take care of packaging on site and deliver in their name to the recipient.



Dice 1 of 16, a campaign of the Council for Sustainable Development, Germany, corrugated cardboard, 4-colour printing.



Designer gift box (hygiene products), corrugated cardboard, 4-colour digital printing.



Skyshisha: Hooded lid made of corrugated cardboard including foam inlay and packaging finishing.

#### NEW OPPORTUNITIES FOR PROPRIETARY PRODUCTS

Last but not least, the flexible packaging solutions offered by “ab1Karton.de” allow new product ideas for the industry. For instance, several articles can be combined into a set which is offered to the customer in individualised or personalised packaging. The outstanding feature is that not only can new customers be targeted with a low purchase quantity through production from a batch size of 1, even exclusive give-aways in small quantities can feature a new presentation framework. <

**5A PLUS GmbH**  
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**D-39122 Magdeburg**  
**Tel +49 391-7272900**  
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Customised gift case (wine + glasses) made of aluminium and wood, 3D foam insert and acrylic glass application.



The bags of the Capitol collection combine classic and contemporary design. Here is the Capitol travel bag.



The virtual reality glasses from the Avenue collection.



The Capitol laptop bag with its manifold possibilities.

## PF CONCEPT

# END-OF-YEAR COLLECTION

PF Concept, the promotional product all-rounder and “multispecialist”, is expanding its range to include the new “End-of-year Collection” 2016. The new collection is already available and includes more than 350 products, including 250 Bullet give-aways and 100 high-quality Avenue giftware articles.

**O**n these pages, we have picked out several particularly notable items as representative examples of the large number of products offered.

### VIRTUAL REALITY GLASSES

The virtual reality glasses are very easy to handle: simply attach them to a smartphone,

start a VR app and you are in the virtual world. The glasses are lightweight, foldable and come in a handy pocket size, making them the ideal smartphone accessory when on the go. They are suitable for recreation but also for company purposes, such as showing customers a virtual show-

room. They are delivered in a gift box. A company logo can be applied by using pad printing or doming.

### ACTION CAMERA

Highly popular at present are action cameras that capture all remarkable moments, even under water. The PF Concept Action Cam features a 720p HD lens and a 3.8 cm LCD monitor on the reverse side for viewing images or films because it can take both photos and videos. It is equipped with a water-resistant case, a micro USB cable and 10 other accessories. Here, too, delivery is made in a gift box.

### DESIGN HOUSE STOCKHOLM

A new living and lifestyle brand is the new Design House Stockholm brand. It offers a selection of the best Scandinavian design products that are currently available. Well-known designers from Sweden, Norway and Finland have created some very special products that can beautify any home, including a candleholder designed by Lena



The Action Cam with accessories from the Avenue collection.

Bergström. On one side it is suitable for tea lights, and when turned around, for normal candles. The circular ornaments on the edge depict rings floating on water. The candleholder combines two basic elements of nature: fire and water. Delivered in a gift box, the set includes two tealights and two normal candles.

#### GLAZED EARTHENWARE

A cup with saucer from the Spin series from Marie-Louise Hellgren consist of glazed earthenware. For the spiral saucer that can be used as a holding lid for the 350 ml cup, the designer was inspired by the Golden Section. It is microwave and dishwasher safe. A company logo can be attached by using fine engraving.

#### CAPITOL BAG COLLECTION

The new Avenue Capitol collection combines classic and contemporary design, from the streets of Georgetown to the posh Washington DuPont Circle. The laptop briefcase has a zipped main compartment that can accommodate most 15.6 inch laptops, folders, books and documents, as well as an extra compartment for an iPad, Surface or other tablet device. At the front is an additional zipped compartment with subdivisions for business paraphernalia. The adjustable, padded shoulder strap is removable and the trolley handle is ideal for comfortable travelling. The briefcase features imitation leather accents and antique metal applications.

#### COMFORTABLE TRAVEL

The Capitol duffle bag features a large main compartment with zip, another zip compartment specially for shoes and an additional zipped compartment at the front. Carrying handles and a removable, adjustable and padded shoulder strap ensure comfortable travel. Here, too, there are design elements made of imitation leather and antique metal applications. All bags can be decorated to highlight the desired advertising by using screen printing, blind embossing, embroidery or transfer print. In addition to the Capitol series, there will be three more new bag collections: Avenue Oxford, Avenue Graphite and Field & Co., Hudson.

#### MORE NEW PRODUCTS

The collections of the PF Concept brands Slazenger and Elevate are presenting trendy winter styles of new brands, including the Slazenger Stance thermal jacket and the Elevate Tremblant cardigan. Also noteworthy are the innovations among pens and



Here are coffee and tea mugs from Design House Stockholm, also from the Avenue collection.

stationery. They include the Parker and Waterman gift sets as well as the pen case gift set, the duo pen set, the notebook set and the premium notebook organiser set from Parker. A travel notebook set and pen case set are available from the Waterman brand. Thanks to its simple elegance, Hémisphère has belonged to the iconic Waterman writing instruments since 1994. The exclusive Hémisphère pens were reinvented in wonderful metal colour tones and offer an impressive array of fine writing options. For those who prefer it less fancy, the Balmain brand is recommended. It represents an inexpensive alternative to Parker and Waterman, for example, the Balmain Empire range. [www.pf-concept.com](http://www.pf-concept.com)



The Design House Stockholm candleholder from the Avenue collection.



Ensuring optimal support at the PSI Trade Show 2016 (left to right): Sylvia Ohlig, Peter Kieffer, Jessica Vossen, Michael Ver-coulen, Anika Wittek, Marcel Kreckler, Jacqueline Mai-baum.

## ZTV SUPPORTS PSI MEMBERS

# CLEVER PROMOTIONAL MATERIAL LOGISTICS

The experienced Krefeld-based logistics company ztv successfully offers its services on the market in different industries. The focal points include promotional material logistics, event logistics and e-commerce logistics. Since becoming a member of the PSI, the specialist has established itself in the promotional product industry as a logistics professional for promotional materials.

**Z**ustell-, Transport- und Vertriebsgesellschaft mbH & Co. KG, in short “ztv”, is a medium-sized logistics service provider based in Krefeld/Germany, with another location in Koblenz. ztv has been a member of the PSI network since 2013. To this day, several renowned PSI members have convinced themselves of the comprehensive services of the logistics expert and belong to the clientele of ztv. The services utilised are those of the three main business segments Fulfilment, Logistics and Transport. When customers choose the “all-round carefree package” of ztv, the ztv webshop increasingly comes into play. This is where ztv offers its customers basic, so-called advanced or individu-

al shop solutions. Of course, some customers of ztv already have their own shop. This is then connected to the ERP system of ztv via an interface.

### NEW OFFER: EVENT LOGISTICS

PSI members are not only interested in promotional material logistics, but also event logistics. ztv takes care of pick-ups, deliveries and return transport of stands and material as well as storage. PSI members can also take advantage of this offer at the PSI Trade Show.

### SUCCESSFUL SERVICES – FURTHER GROWTH

The growing success of the company underlines that the business partners of ztv are more than satisfied with its flexible ser-

vice package. The word about its professional care has quickly spread and hence the number of customers has increased in the key areas. And because ztv has also accessed new customer groups, it was time to expand its site at Kimplerstraße in Krefeld in May 2016: It was enlarged by a further approx. 1,200 pallet spaces.

### BUSINESS PARTNER PLUS OF PSI

The growth of ztv has generally manifested itself in the joint collaboration with the PSI, which has continuously developed over the past four years. Since May 2016, ztv has been a Business Partner Plus of the PSI. That was the next logical step after four years of membership as a manufacturer. Both the company and the PSI believed it



ztv has been operating the PSI Dispatch Station at the Düsseldorf Trade Show since 2014 with increasing success. For the trade show in 2017, the company will be offering PSI members further support with the ztv Customer Card.

was time to more clearly emphasize that ztv offers services which are officially offered by the PSI for visitors and exhibitors.

#### PSI DISPATCH STATION ALSO IN 2017

At the PSI Trade Show 2017, ztv will be operating the PSI Dispatch Station for the fourth consecutive year. Here is where visitors will have the opportunity to have their acquired promotional material samples sent worldwide directly to their office. Thus tiresome lugging on the way home is avoided and samples are conveniently delivered to one's desk. The new membership and intention to further consolidate and extend the existing awareness among PSI members prompted a new advertising campaign for the PSI in 2017 under the slogan "Clever promotional material logistics".

#### THE ZTV EXPRESS CUSTOMER CARD FOR THE PSI 2017

The continuous increase in parcel volumes at the dispatch station documents the rising reputation of ztv. From 2014 to 2015, the volume increased by 27 per cent, which was partly due to optimised processing. An additional growth of 7 percent was recorded from 2015 to 2016. ztv is targeting a further increase in the number of parcels in 2017 through, among other things, the ztv Express Customer Card inserted in these pages. The advantages of the card for the user are: no waiting times, discount of 10 per cent on each consignment and faster handling due to recognition of the billing and shipping address.

#### HOW DOES THIS WORK?

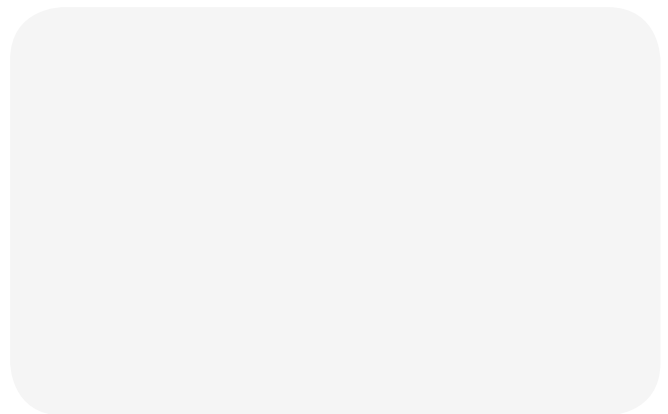
Each user receives a personalised link with the accompanying customer card. The de-



livery address for promotional product samples can be stored by scanning the QR code or by entering the URL address. The data is then entered into the ztv ERP system and they are detected by scanning the customer card at the trade show. Of course,

ztv offers anyone who visits the PSI Trade Show on two or three days the possibility of interim storage of acquired samples. In order to meet demand, ztv will be expanding its storage area at the PSI once again. [www.ztv-logistik.de](http://www.ztv-logistik.de) <

#### Your personal ztv customer card





Thanks to his constant companion on the road to success from the pottery kiln in the bathroom to the modern production plant: Tobias Köckert gives flowers to his partner in the management, Heike Hampel-Rudolph.

## 25 YEARS OF MAHLWERCK

# ANNIVERSARY CELEBRATIONS IN KOLBERMOOR

The promotional ceramic specialists of Mahlwerck Porzellan celebrated their 25th anniversary with thoroughly enjoyable anniversary festivities on 11 June. The celebrations took place in the boiler house of the old spinning mill in Kolbermoor just a stone's throw away from the company's headquarters. The celebrations were a reflection of a successful as well as warm-hearted corporate culture.

About 300 guests, including many employees from the Mahlwerck manufacturing facility opened in the Czech city of Teplice in 2014, relatives, friends and business partners, enjoyed a varied, enjoyable evening at a venue with a very special flair. The historical setting of the old mill is an industrial plant established in

1863 in which goods were produced up to 1993. Since being renovated and refurbished, the listed building has been used as a residential and office building. The boiler house was transformed into a popular event location. The old cotton warehouse has provided a new home for the Mahlwerck team since 2007. It was an ob-

vious choice to celebrate the anniversary in the immediate vicinity. The celebrating people even had access to the turbine house which is normally used as a café with its outlying lounge and rose garden.

### REMARKABLE ROAD TO SUCCESS

The anniversary celebrations did not focus on figures, data or facts of a remarkable



The “Club des Belugas” band fired up the evening with groovy sounds and got the guests dancing.



Informal get-together at the beginning of the anniversary evening.



The Mahlwerck teams from Kolbermoor and Teplice took the opportunity to congratulate their bosses on the anniversary.



Welcoming ceremony at the entrance: all the guests are individually welcomed.

quarter of a century, but on the people who had made all this possible. In their welcoming speech, the founders and managing directors Heike Hampel-Rudolph and Tobias Köckert vividly and entertainingly looked back on the company’s history – starting with two furnaces in the bathroom of their first apartment, the first workshop on a farm right up to a modern manufacturing company – and thanked everyone who accompanied this successful development towards becoming the manufacturer of “porcelain of the brands” for promotion, merchandising and catering. The company succeeded in preserving a fam-

ily atmosphere from the beginning to the present day, which was reflected in the extremely cordial atmosphere of the anniversary evening. Accordingly, neither of the company managers focussed on impressive balance sheets in their welcoming address, but rather on expressing their gratitude to the people who helped to shape the company’s progress. Subsequently, the Mahlwerck teams from Kolbermoor and Teplice took the opportunity to congratulate their bosses on the anniversary.

#### MAGICAL EVENING

The next part of the get-together evening was marked by the magical show of the

“Magic Artist” Ben Hyven from Austria and by the groovy sounds of the Band “Club des Belugas” from Wuppertal, who ensured a funky mood until after midnight with their big band performance. The guests were treated to culinary delights created by the “Flying Buffet” Peppi Kalteis, a student of Hans Haas at the famous “Tantris” in Munich. For the late-night revellers, the DJ mixed dancing sounds that concluded celebrations that will be remembered for a long time. [www.mahlwerck.de](http://www.mahlwerck.de) <



The people celebrating were photographed in front of a colourful Mahlwerk wall ...



... also the protagonists of the evening.



There was plenty of magical fun during the main show of the "Magic Artist" Ben Hyven (left).



The premises of the old spinning mill in Kolbermoor where the celebrations took place and also where Mahlwerk has its head office.



## FROM THE BASEMENT TO THE BARN RIGHT UP TO A MAJOR MANUFACTORY

- |       |  |
|-------|--|
| 1989  | In summer before the opening of the wall, Heike Hampel-Rudolph and Tobias Köckert flee through Hungary to the West and find refuge in Rosenheim.   |
| 1990  | Heike Hampel-Rudolph, a qualified Meissen porcelain painter, begins painting cups in Meissen style, only a little more freely, and sells them in markets in Upper Bavaria. She also teaches Meissen painting. Tobias Köckert assists his partner in the planning, organisation and administration.   |
| 1991  | The two of them found a joint company and rename it after the old name of the tool used by Meissen porcelain painters to paint porcelain: Mahlwerck.   |
| 1990s | Heike Hampel-Rudolph participates in international exhibitions; her painting style continues to evolve. Tobias Köckert can soon focus exclusively on sales and the administration of their own company. Decors are developed for other porcelain manufacturers. The promotional business with printed cups also continues to evolve. Thanks to a new furnace, the number of cups per charge more than doubles to 80 pieces! The company relocates to an office together with production facility in Stephanskirchen. |
| 1997  | A 'real', large furnace is now put into operation: 300 pieces of porcelain can now be fired in a single burning process. The number of employees at Mahlwerck Porzellan has grown to 10.   |
| 1999  | The Stephanskirchen site was repeatedly extended and modified, and the company's own access roads for trucks are built. The market for printed cups and mugs that are used for marketing purposes is gathering momentum. Mahlwerck continues to grow.  |
| 2006  | Due to a lack of capacity, production is relocated to Teplice, a traditional porcelain area in the Czech Republic. In early 2006, 12 employees are already working at Mahlwerck SRO. The management and administration continue to control the entire operations from Stephanskirchen.   |
| 2007  | A new relocation: Mahlwerck Porzellan GmbH finds a nice spot on the newly established premises of the spinning mill in Kolbermoor. Tradition and modernity form a wonderful symbiosis in the newly renovated rooms of the over 100-year-old buildings.   |
| 2008  | A turnover of 3 million euros is generated by a total of 40 employees. A new logo is created internally and intensified in the brand development.  |
| 2009  | Development of the multi-award winning, reusable Coffee2Go. This cup develops into a sales hit as a reusable porcelain alternative to paper cups and is the basis for an entirely new genre in porcelain cups and mugs.  |
| 2010  | The new trade show stand becomes a crowd-puller at the PSI, the largest promotional products trade show in Europe. Mahlwerck presents the PSI Café for the first time.   |
| 2014  | The manufactory in the Czech Republic moves into newly built rooms. They are completely geared to the working process of the now 80 colleagues. Mahlwerck now has (by its own account) the largest engraving capacity in the industry.   |
| 2015  | A robot supports the glazing process in the promotional products industry for the first time. According to Mahlwerck, the "largest volume in the industry" is achieved in terms of hydroglaze-coated cups.   |
| 2016  | As an owner-managed company, Mahlwerck generates a turnover of about 8 million euros with a total of 120 employees. The business outlook continues to be geared for growth. From an individual order from 100 pieces (doming cup) to the classic sector of printing and engraving (from 250 to several thousand units) to more than 100,000 cups, all orders can be processed quickly.   |



**ANDREAS AND SANDRA VAVELIDIS**

## ENTHUSIASM FOR GLASS

A straight path not always leads to the desired goal. Choosing a new direction at the right time may well be more successful. Sandra and Andreas Vavelidis belong to those people who chose a new direction and thus went their own way. A particularly successful way that they still like to go – even though they did not manage to turn their hobby into their profession.

**W**hen Sandra and Andreas Vavelidis met nine years ago, they were quickly attracted to one another by a great passion: for skydiving and particularly for one another. The sociologist and the qualified heating and plumbing technician quickly realised that they wanted to turn their hobby into their profession and establish their own skydiving site. And not just anywhere, but on the island of Rhodes. The Greek

roots of Andreas Vavelidis certainly played a role. Nevertheless, the couple recall that “it was quite naive to simply pack their bags and head off to Greece.” The ideal location was quickly found, but then began the long wait for approval to convert the former military airfield into a skydiving site for enthusiastic tourists. Sandra and Andreas Vavelidis were sent from one authority to the next. This not only took a

lot of time, but also forced them to think about how they could earn a living until the skydiving site went into operation.

### GLASS PRODUCTS FOR TOURISTS

“A friend gave us the idea to sell glass products with engraved 3-D photos of tourists. We leased an appropriate machine and wanted to get started,” recalls Andreas Vavelidis as he recalls the beginnings. The only hitch in the matter: The friend who

wanted to go into business with them had suddenly left. Sandra and Andreas Vavelidis, who by now were already parents of a young daughter, did not lose heart. Patience and a portion of courage are usually attributed to parachutists. Two attributes that would pay off for the young couple. "Our plan was to get the business with the glass products off the ground and once it was running to then devote ourselves to the skydiving site." However, the great economic crisis and the collapse of Greece thwarted their plans. Tourists stayed away, putting an end to both business ideas. Reluctantly Sandra and Andreas Vavelidis said goodbye to Greece and their big dream. But not to the idea of working with glass.

#### **SAME IDEA – ONLY SLIGHTLY DIFFERENT**

In 2009 they returned to Germany – with the leased machine in their luggage, they now wanted to use it productively in their native country. The question was merely how. Photo glass gifts were ruled out. However, Andreas Vavelidis had quickly found the product with which they could occupy a niche. This was at a time when USB sticks were becoming more and more popular, and so he simply combined two things together: USB sticks with a glass body in which 3-D motifs were lasered. This was all produced by Andreas Vavelidis in his own ten square metre basement under his flat in the town of Weissach near Stuttgart in Baden-Württemberg. Demand was high and when the basement became too small, the couple established a business in Weissach. Vavelidis' products were given an additional boost through their first participation at the PSI in 2012. One of the product highlights: the USB inCrystal 3D, a USB stick with a glass body in which a logo, lettering or photo can be engraved. In conjunction with a USB port, a LED illuminates the laser-cut engraving.

#### **A PATENT WITH POTENTIAL**

Andreas Vavelidis had previously registered a patent for the combination of glass, technology and LED. This however did not stop imitators from copying the product to create a cheap version. "Three months after

the PSI, the first counterfeit products surfaced from China", explains Andreas Vavelidis. And as if that were not enough, distributors started preferring the counterfeit products to the originals and offered them on the market. And they also found well-known industry customers who purchased the imitations at dumping prices. However, as Sandra and Andreas Vavelidis had learned to deal with uncertainties and always make the best of the situation, they were determined not to let things get them down. Andreas Vavelidis' seemingly never-ending wealth of ideas helped them to overcome these difficulties. Thus today there is not only the USB inCrystal series, but also office utensils made of glass with an attractive glass engraving, stylish glass trophies and glass awards, glass keychains and still – perhaps as a small reminder of the beginnings – glass cubes and cuboids made of glass with subsurface engraving. The fact that these products are in high demand is proven by the fact that inCrystal has already created the trophy for the German Television Award. The latest creation of the inCrystal family is the Leading Light. "The new form of illumination" and "light in its most beautiful form" is how Sandra and Andreas Vavelidis describe the products in which the motif floats in the glass. And existing new products are complemented by new developments. One such example is the inCrystal WINDOW powerbank, one of the product highlights of the Swabian company at the PSI 2016. Andreas Vavelidis believes one thing is essential for all products: "The product should be useful and not simply stand around."

#### **MORE DISTRIBUTION – MORE SERVICE**

A strong focus on sales activities is Andreas Vavelidis' goal. The new strategy should be: more sales, more service. Two factors have significantly contributed to this strong focus on sales activities: On the one hand, reveals Andreas Vavelidis, promotional products of this kind made of glass are still relatively unknown. Secondly, the product requires intensive advice. And professional advice is very important to Sandra and



Andreas Vavelidis, especially when it comes to providing advice to promotional product distributors. After all, they sell their products exclusively through distributors. Both refuse to deal direct with industry end users, claiming "we don't run with the hare and hunt with the hounds". The service they provide promotional product distributors is very extensive: free visualisations – now also in 3-D for rotating and viewing from all sides – a newly created website where promotional product distributors can login and download high-resolution product images, prices and much more, customised samples, Excel spreadsheets with all data, texts, prices and web-optimized images for an individual online presence as well as neutral catalogues.

#### **SINCE 2015 ALSO IN HONG KONG**

In addition to a refocused strategy, inCrystal has also had a branch in Hong Kong since 2015. This site was wisely chosen by the married couple. The majority of inCrystal products are manufactured in the nearby Chinese city of Shenzhen. In addition, the raw material and therefore also the suppliers come from China. Sandra and Andre-

# ANDREAS VAVELIDIS IN PERSON

What was your first thought this morning?  
Hopefully the weather is fine.

When is your day a good one?  
When I have taken care of all the tasks I intended to do.

What gets you in a good mood?  
Holding my family in my arms.

And what drives you up the wall?  
Ungrateful people.

What are you most likely to forgive yourself for?  
Hmm, no idea.

When do you lose track of time?  
When I watch exciting documentaries.

If you were forced to take a four-week holiday, where would you go?  
I would really like to go to the Antarctic.

What do you like spending your money on?  
Shoes.

Do you let yourself be seduced by advertisements?  
From time to time.

When is a promotional product a good promotional product?  
When it feels good and is used for a long time.

What is the best promotional product you have ever received?  
A multi-use tool.

What annoys you about promotional products?  
Cheap, cheap, cheap ...



as Vavelidis also exercised a lot of care in their choice of suppliers and manufacturers. They only work with selected manufacturers because quality plays a decisive role in production. Despite using the latest technology, there is still a lot of labour-intensive manual work, explains Sandra and Andreas Vavelidis. "Cutting, grinding and polishing are done manually. This makes each piece truly unique." The base material is made of ultra high-quality K9 crystal glass which, incidentally, is used for spectacles and is particularly suitable for glass engraving. While the large orders are carried out in the Far East, inCrystal creates samples and small quantities in Weissach.

## ENTHUSIASM IS GREAT

Whoever talks to Sandra and Andreas Vavelidis will quickly be infected by their enthusiasm. And for good reason: "We want to pass on our enthusiasm for the medium glass and the inexhaustible possibilities of displaying motifs in this material. Even after all these years, we are always surprised at what is possible," say the two in unison. The enormous range of products that inCrystal now has to offer proves that there are lots of possibilities. And you are really excited when you meet the married couple in their 250-square-metre company building in the Weissach district of Flacht. Of course despite all their enthusiasm for glass, the question remains about the great passion with which it all began: skydiving. Almost simultaneously Sandra and Andreas Vavelidis shake their heads. "Skydiving is over. Eventually, it lost some of its appeal." An ironic twist of fate perhaps: The authorisation to operate a skydiving zone in Rhodes has now been granted. Although the site is still owned by the married couple, both would not say no if a buyer could be found. Andreas Vavelidis has a pilot's licence for a Cessna and still likes flying. Gliding is his next target. Floating in the air seems to be addictive, even though he and his wife Sandra are very down to earth and stand with both feet firmly on the ground.

<





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## ➤ Inspiration für Profis

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# INNOVATIVE PROMOTIONAL PRODUCTS



## WRITING INSTRUMENTS PRINTED IN A JIFFY

**W**hen things have to happen especially fast: Hauff Schreibgeräte GmbH is now offering an express print. Printed pens are sent directly to the customer within four working days of approval of proof. The model offered is the 4200 Raja Chrome, a classic well-equipped writing instrument. The large-size blue ink refill and various metal applications give the printed advertising message a high-quality appearance. In order to ensure punctual express delivery, the customer's order including all data should be submitted by 12 noon. Despite the shorter production time, the order will, as usual, be processed professionally and reliably – a proof and order confirmation are provided as a matter of course. Thus you can surprise your customers with new flexibility and show that printed pens can be delivered just-in-time. The express print is offered for a minimum quantity of 500 units – when it comes to quality, customers take no chances with a ballpoint pen made in Italy.

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

## RUDOLPH AS A FRUIT GUM

**A**dvertisers wishing to draw attention in the festive season with the Rudolph fruit gum made by JUNG end up that proverbial step ahead of their competition. The individually packaged tidbits made from sugar in the form of a reindeer head with cola flavour are available in white or transparent foil. In the case of the transparent variant, the sweet red nose looks out of the bag through a window and thus provide plenty of scope for creative messages. Ideal for use as a mailing or package supplement or as a give-away.

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





## A NOSE FOR DELICIOUS ADVERTISING

**H**ave a nibble like the Belgians do ... with "Cuberdon". This typical Belgian specialty is prepared in the traditional way with natural ingredients such as gum arabic. Belgosweet offers the exquisite and sweet delicacy in no fewer than thirty different flavours and colours in unique and original gift tins. Customised logos can be applied on all packaging.

PSI 49425 • Belgosweet SPRL • Tel +32 2 3515555  
guy@belgosweet.be • www.belgosweet.be



## GREAT PRICE-PERFORMANCE RATIO

**S**tilolinea has expanded its S30 line to include two new models: S30 EXTRA and S30 COLOR. New colours, high-quality ABS material and plenty of space for printing ensure lots of attention when it comes to advertising messages. And all this in a well-balanced price-performance ratio. The S30 line is manufactured according to the directives UNI EN ISO 14001:2004 and UNI EN ISO 9001:2008. Stilolinea offers very short delivery times.

PSI 45328 • Stilolinea Srl • Tel +39 011 2236350  
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www.kaiserstuhl-chocolaterie.de



## CHRISTMAS IN THE BOX

In the case of the Lindt Xmas Box, the Advent calendar is tucked away in a shapely hinged lid box made of tinfoil. The box is custom printed using digital printing and can be customised as desired. The box contains an Advent calendar made of cardboard in the standard design. Hidden behind each door is a Lindt Christmas bauble made of milk chocolate with various fillings (without alcohol). This Advent calendar is unique because of its sustainability as the custom box can be used in a variety of ways even after Christmas. The exceptional Lindt Xmas Box is available from just 50 pieces.

PSI 41617 • Magna sweets GmbH • Tel +49 8146 99660  
info@magna-sweets.de • www.magna-sweets.de

## SPORTY COMPANION WITH GREAT EXTRAS

Whether the mountains are calling or the beautiful weather is enticing to venture outdoors: The sporty Trail backpack from Halfar, made of nylon 420d and ripstop, is a popular companion for day trips. As a versatile daypack, it provides sufficient packing space with about 30 litres and is comfortable to wear. Compact yet light. The colour choice ranges from orange, white, pea green and cyan to black. In addition, it is equipped with many features: padding on the back, dual-adjustable shoulder straps and an integrated rain cover in the bottom compartment.

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



## WILD COMPANIONS

A soft cuddly promotional messenger that excites customers. The wild companions from Trigon are also available as keyrings. The high-quality keyrings have rounded edges. As for the figures, customers can choose between a standard design and custom shapes. Custom-made products for promotional purposes are also possible. Moreover, the products are BSCI certified.

PSI 44970 • Trigon Deutschland GmbH (formerly Semo)  
Tel +49 2162 530080 • info@semo.de • www.semo.de

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**PSI 48489 • Dorling Kindersley Verlag GmbH • Tel +49 89 442326-228**  
**b2b@dk-germany.de • [www.dorlingkindersley.de](http://www.dorlingkindersley.de)**



## IMPRESSIVELY STRIKING

**T**he purist design pens "Signer Liner" from Senator are now available in three new transparent clip colours. The model is now available in the trendy colours of orange, red and green. Thus, the colour palette of the clip has been extended from 14 to 17 colours. With the four attractive shaft colours stainless steel finish, copper, gold and gun metal, a total of 68 possible combinations make the "Signer Liner" suitable for any brand presentation. The high-quality writing instrument is entirely Made in Germany and received the red dot award in the Product Design category in 2013. The clever material combination of plastic clip and stainless steel shaft enables a large variety of designs and gives the pen an elegant or colourful appearance. The "Signer Liner" can be imprinted and laser engraved on the clip, barrel and end cap and offers lots of advertising space for a successful brand presentation.

**PSI 41838 • Senator GmbH & Co. KGaA • Tel +49 6162 8010**  
**[info@senator.com](mailto:info@senator.com) • [www.senator.com](http://www.senator.com)**



## WRITING HEALTHFULLY

**W**hether it be in a hospital or medical practice, certain hygienic requirements must be met in many places. The “iProtect” pen is optimally suited for this field of application. A writing instrument that features a germ-free surface. This property is produced through the admixture of special additives during production. By incorporating them into the material, this state remains effective over the entire lifetime of the pen and cannot wear off. This substance is also resistant against water, mechanical impact and ultraviolet light. Thus it is a meaningful give-away or tool in the fields of medicine, pharmaceuticals and healthcare. This by no means entails foregoing technical features and promotional options for this special pen. The integrated X20 plastic refill has a writing performance of about 2 kilometres, and imprinting single- or multi-coloured designs gives the writing instrument an individual touch – the pictured slipcase is optional. The antibacterial pen “iProtect” is available from just 500 pieces. The predicate Made in Italy underlines the high quality awareness, not least through the ISO certification 22196.

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



## SIMPLY PRACTICAL

**T**aking notes and highlighting what is important – around the world and across all industries, written content must be quickly gathered, recorded, evaluated and highlighted. Whether in blue, yellow, green, light blue or magenta, the highlighters from uma are always at the ready. And the BASE holder from uma perfectly accentuates these highlighters on any desk. The design is characterized by simple geometrical shapes, which keep the highlighters gently tilted, making them easier to access – simply practical! Of course, there is also an optional advertising space available: As desired, a lettering or logo complements the practical simplicity of BASE.

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

## CAPTIVATINGLY CONSPICUOUS

Anyone familiar with Gustav Daiber GmbH knows that the company is not only synonymous with a comprehensive as well as fashionable product range, but that it also places emphasis on clothing produced sustainably and with social and environmental responsibility. All textiles are REACH compliant and are manufactured according to Oeko-tex Standard 100. The brands James & Nicholson and Myrtle Beach are produced in accordance with the BSCI standards. The suppliers must comply with these requirements. The latest collection from Daiber is thus no surprise: Fashionable James & Nicholson T-shirts made from organic cotton. The naturalness of the material gives the good feeling that the company is consciously and actively doing something for environmental protection. Not only are the inner values praiseworthy, the shirts are really impressive. To get started, the organic cotton collection comes with four ladies' models and two casual men's tops in a range of colours from soft to strong. There is also another strong feature of the new Daiber organic line: Thanks to the tear-off label, a proprietary brand label can now easily be attached as a neck label. And the labels can easily be torn off the T-shirts. Labels can be changed by using a special transfer printing process in the inner neck area. From as little as 10 textiles.

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



## MOVING IMAGES

Video advertising at the Point of Sale or Point of Interest is becoming more intelligent. This opens up an exciting new market for the promotional product industry in which the micx-media professionals have dynamically positioned themselves for many years. With smart TV display solutions, "VIDEOboards" are individually integrated in a variety of formats, sizes, features and screen sizes depending on the desired application. The appropriate format is available for any business video message, whether it be a handy folding card or ultraflat multipage brochure, smart slimline cards or catalogue and present cases. The specialised team is increasingly installing high-quality VIDEOboards in individual wall, table, counter or floor displays, now also with HD image reproduction qualities.

**PSI 45899 • micx-media in concept gmbh & co. kg**  
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oskar.majer@plus-corporation.com • www.plus-europe.com



## BRIGHT MOMENTS

**C**apturing bright moments with a fully charged smartphone battery: The new Power Bank Q-Pack Shine (A100778) from Vim Solution is available in three capacities up to 3000mAh and features a very special extra. It shines or flashes in two stages. A customised message on the power bank thus shines in a completely new light. This dual application possibility as a power bank and cosy evening light makes the Q-Pack Shine a popular companion for camping holidays or adventure trips. See for yourself and request a sample.

PSI 47555 • Vim Solution GmbH • Tel +49 7661 909490

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

## ABSOLUTELY "WEARABLE"

**K**asper & Richter offers smart fitness watches and innovative pedometers for all fitness fans who want more. One of the latest "wearables", the "Energy" fitness band, records daily activities and sleep quality and evaluates them on the smartphone. Daily progress can be reliably measured with this fitness band of the latest generation. The company is happy to provide information about the numerous details and functions of this stylish product.

PSI 40043 • Kasper & Richter GmbH & Co. KG • Tel +49 9131 50655-0

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8

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## ENERGY-LOADED AND ILLUMINATED

**B**randCharger is well known for its technical gadgets. The company has now made a foray into the LED world and launched “Glow” on the market, a dual port USB charger with a convenient night light function. Glow consists of fire-retardant materials and is equipped with all safety features. Always energy-loaded and illuminated – thanks to Glow.

PSI 48361 • BrandCharger Ltd • Tel +852 54100411  
james@brandcharger.asia • www.brandcharger.com

## VITAMIN-RICH THIRST QUENCHER TO GO

**S**ummer temperatures make you thirsty and physical exercise also requires energy – a cool fruit juice or water with a squeeze of lemon is always the right vitamin boost. The “Vitamin-IN” bottle is made of unbreakable polypropylene and is an ideal combination of a 500 ml juice container with integrated juicer when out and about. When screwed together, the product is 21.5 centimetres high with a diameter of 7 cm and an opening width of 4 centimetres. The packaging is made of recyclable cardboard. “Vitamin-IN” is available in white-green, white-orange and white-black.

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



## APPEALING CULINARY DELIGHT

**T**he attractive 150-gram bar of chocolate makes the hearts of customers beat faster. The standard relief “Merry Christmas” or a company logo is optionally moulded in the centre of the bar. The squares of this large Advent bar also bear the numbers 1 to 24. The stable cardboard package can be custom printed and reveals the customer logo through a window. Even without numbers this bar is an appealing delicacy. As it not only draws attention during the festive season, it is thus also a sustainable promotional product.

PSI 48639 • Kaiserstuhl-Chocolaterie GmbH & Co. KG • Tel +49 7642 900090  
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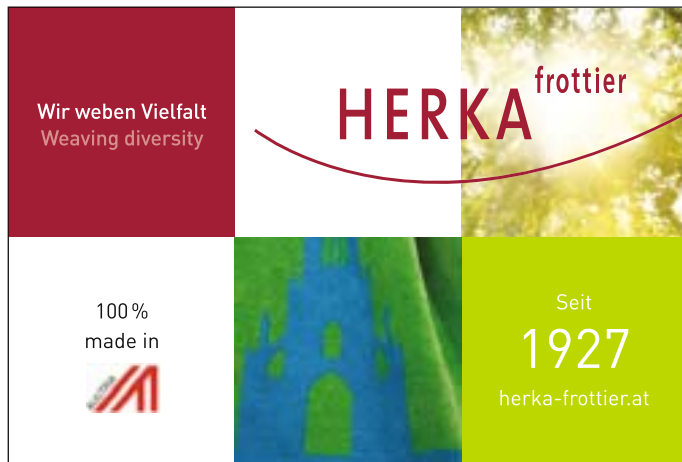
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40661	Arti Kalender & Promotion Service GmbH	002	PSI Partner	OOH Magazine	091
PSI Partner	ASI - Advertising Specialty Institute	119	49990	PTE Trade Show - O.P.S. srl	129
41169	ASS, Spielkartenfabrik Altenburg GmbH	122	47035	Ortmann & Werbung - Vertrieb und Herstellung von Metallwerbeartikel	043
PSI Partner	AUMA Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft e.V.	117	42809	F. Pecher GmbH Fabrik für Schreibgeräte	037, 121
47411	badge4u	063, 121	40660	PF Concept Deutschland GmbH	081
45767	Bottle Promotions - a Tacx International Company	079	46925	Pins & mehr GmbH & Co. KG	120
PSI Partner	bpma - British Promotional Merchandise Association Ltd.	065	45727	Plastolan GmbH	121
	CD-LUX GmbH	2. Umschlag-seite / IFC	41565	KP Plattner GmbH	121
45452		048a-048b	48564	PLUS Europe GmbH	123
42819	Gustav Daiber GmbH	007	42332	prodir S.A.	001, 035
41369	elasto form KG	033		PSI Reed Exhibitions Deutschland GmbH	009, 013-023, 083, 127, 135, 3. Umschlagseite / IBC, Lesezeichen / Bookmark
41857	EUROSTYLE - Emil Kreher GmbH & Co.KG - Lederwarenfabrik	124	45582	PSL Europe BV	077
49654	FABU-Print GmbH & Co. KG	047	16426	ps printsolution GmbH	126
43144	FARE - GUENTHER FASSBENDER GmbH	120	42880	Signum Siebdruck - Tampondruck GmbH	079
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41275	C. Jul. Herbertz GmbH	120	49646	Tie Solution GmbH	089
46235	Herka GmbH	29	41941	Trendfactory B.V.	061
45918	Herzog Products GmbH	126	44970	TRIGON Deutschland GmbH	003, 123
42042	Mid Ocean Germany GmbH	111	46311	TROIKA Germany GmbH	049
42907	Inspirion GmbH	010-011	41848	uma Schreibgeräte	041
PSI Partner	Intertek Holding Deutschland GmbH	045	PSI Partner	Verein Deutsche Fachpresse	127
PSI Partner	IPSA - Institute of Professionals in Specialty Advertising	123	PSI Partner	Meisenbach Verlag	131
44613	IssueTissue® / IssueTissue bv	4. Umschlag-seite / OBC	44281	VICTORINOX AG	075
41545	JUNG BONBONFABRIK GmbH & Co. KG	109	PSI Partner	viscom - Reed Exhibitions Deutschland GmbH	107
48639	Kaiserstuhl Chocolaterie GmbH & Co. KG	073	49104	Werbemittel-Händlerservice	123
42706	Kalfany Süße Werbung GmbH & Co. KG	031	47395	Zwilling J. A. Henckels AG	051
46131	KHK GmbH	071, 122		Beilagen / Inserts (* Teilaufage / Part circulation)	
43358	KLEEN-TEX INDUSTRIES GMBH	122	49275	Anlauf & Anlauf Gbr	*
49759	koakult GmbH	005	48316	CHOCOLISSIMO by MM Brown Deutschland GmbH	*
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## PSI SEMINAR ON THE TOPIC OF TEXTILE MATERIAL SCIENCE

**H**ow is yarn made from fibres? What is the difference between woven fabrics, hosiery goods and knitwear? What is each kind of cloth used for? The differences cannot always be seen at a glance, yet are decisive for the quality and areas of application. In the basic seminar on textile material science in cooperation with the Akademie für Textilveredelung (Academy for Textile Finishing), speaker Birgit Jussen will elucidate the textile product chain, teaching the most important facts about fibres, materials and finishing, and explain which textile fibres are of natural origin and which are artificially produced. Various textiles will be



**Birgit Jussen:** "There is a wide range of textiles for promotion and corporate fashion. And even so are the differences in quality. This seminar shall help to see the differences and to find the suitable textiles for the appropriate use."

examined by means of touching and looking. In addition, participants will receive a grid enabling them to estimate the differences with regard to quality, as well. The seminar will be held in Düsseldorf from 9 am to 5 pm on 20 September. More information is available under Seminars at [www.psi-network.de](http://www.psi-network.de) and at [www.aka-tex.de](http://www.aka-tex.de).



## PSI INDUSTRY BAROMETER 2/2016 COMING IN NOVEMBER

**B**usiness outlooks, corporate structures, sales markets and sales drivers: the PSI Industry Barometer provides an overview of the status quo of the European promotional products industry. Far more than 1,000 companies throughout Europe take part in the survey.

The most recent issue presented a largely positive picture. For instance, an impressive majority of companies are expecting

a positive sales development in the coming five years. Among suppliers, this was 84 per cent, and a striking 83 per cent among promotional products consultants. The forecast sales growth figures are also remarkable: 46 per cent of suppliers are counting on growth of more than

ten per cent. Among distributors the figure was even 54 per cent. The 2/2016 issue of the PSI Industry Barometer will show how distributors and consultants judge the situation at present. It will appear in November 2016.



So far, there have been the following PSI Industry Barometers:

- the PSI Industry Barometer 1/2015 – Europe
- the PSI Industry Barometer 2/2015 – Europe
- the PSI Industry Barometer 1/2016 – Europe
- the PSI Industry Barometer 1/2016 – Netherlands special
- the PSI Industry Barometer 1/2016 – France special.

## PSI DISTRIBUTOR CONFERENCE ON THE WEBSHOP AND GOOD WINE

**H**aving your own webshop or showroom is an innovative sales channel. For this reason, interested distributors gathered at the PSI Distributor Conference in the Hessian town of Walluf in July to familiarise themselves with the PSI shop solution. PSI senior web developer Andreas Mohr presented the features of the PSI webshop system in the atmosphere of a Rheingau vineyard. The participants learned how to obtain products from the database of the PSI manufacturers and how to automatically offer their customers their newest products with the latest product information and finishing options. Besides an illustrative introduction into the subject matter, there was enough time to ask individual questions related to one's own requirements. The cheer-

ful finale of the PSI Distributor Conference was a jovial wine tasting in pleasant summer temperatures.



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## PSI 2017 NEW TOOL FOR EFFICIENTLY CAPTURING VISITOR DATA

**A**head of the PSI 2017, PSI has agreed on a strategic cooperation with the Austrian company dMAS GmbH. dMAS is the digital trade show inquiry system for the promotional product market in D-A-CH. The software has been used by more than 600 suppliers and 50 distributors at major trade fairs in recent years. As a PSI member itself, dMAS GmbH knows the needs of the industry and many PSI members are already familiar with the system. The PSI is now relying on the expertise of the Austrians to capture visitor data. This is particularly important in view of the Industry Customer Day on 12 January 2017 because the system

automatically detects whether the visitor is a distributor or industry customer. A special advantage for exhibitors of PSI 2017: They can all benefit from the system because when they book their stand they receive as many licences/access codes for the visitor data capture app as they wish. Apart from capturing visitor data, exhibitors can also use dMAS to store products in the system, to manage inquiries and to send offers direct to distributors. dMAS is available on the PSI Online Service Center (OSC) as of autumn. More details can be found in the October issue of the PSI Journal. <

## IPSA WILL AGAIN BE A BUSINESS PLATFORM IN 2016



**O**nce again, it will be the pivotal point for industry pros and representative of advertising agencies, purchasing and marketing departments: the IPSA Autumn 2016, the biggest promo-

tional products trade show in Russia, the CIS countries, and Eastern Europe. It will be held at the Crocus Expo fairgrounds in Moscow from 6 to 8 September. The international IPSA trade show is the only event in Russia specializing in the promotional products and merchandising industry. It is the prime address for manufacturers and distributors of promotional products, service providers and their customers: full-service agencies, advertising agencies, production companies, and purchasers. Last year, 188 exhibitors were on hand. In addition, 4,714 professional visitors were counted at the Crocus Expo in Moscow during the three days of the show. Of the visitors, one-third were purchasers; another third came from advertising agencies, as well as advertising and production companies. Apart from new products and business solutions, the IPSA powered by PSI also offers a varied supporting program. [www.ipsa.ru](http://www.ipsa.ru) <

## SOURCING CITY MARKETPLACE: EXCLUSIVE OFFER

**S**ourcing City Marketplace is the exclusive VIP networking event for experienced players among the industry's top distributors. This is where they meet with leading suppliers in the industry from Great Britain and other European countries. Sourcing City Marketplace is based on the realization that traditional trade shows concentrate mainly on products and that experienced exhibitors and customers are of the opinion that the talk always revolves around the same topics. It is the right place for suppliers and distributors to meet potential partners. Here you can find

a relaxing atmosphere to strengthen existing business relationships and plan future collaboration. This year, the Sourcing City Marketplace will be held in Farnborough, England on 21 and 22 September. Only the VIPs among promotional products distributors with sales of more than £250,000 are invited to the two-day trade event. Visitors can book a SCM hotel package for £159, covering admission, catering, reception on the first day, the SCM Networking Dinner, and one overnight stay with breakfast at the Premier Inn in Farnborough. [www.sourcingcitymarketplace.co.uk](http://www.sourcingcitymarketplace.co.uk) <



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PSI No. 17174	AKURAT-Werbetechnik EK, GERMANY	<a href="http://www.akurat.de">www.akurat.de</a>
PSI No. 17156	Alpi Group v. GmbH, ITALY	<a href="http://www.alpi-group.eu">www.alpi-group.eu</a>
PSI No. 17154	AP::PRO Werbe- und Handelsagentur Fr. Ankica Pajic, AUSTRIA	
PSI No. 17189	Arenz Werbeartikel Inh. Eduard Arenz, GERMANY	<a href="http://www.arenz-werbeartikel.de">www.arenz-werbeartikel.de</a>
PSI No. 17184	Bea Promotions Ltd, ALBANIA	<a href="http://www.beapromotionalgifts.com">www.beapromotionalgifts.com</a>
PSI No. 17194	C & M Printing Inh. Maas Van Veldhuizen, THE NETHERLANDS	
PSI No. 17172	DEEDS fashion GmbH, GERMANY	<a href="http://www.deeds-fashion.com">www.deeds-fashion.com</a>
PSI No. 17181	D&J Workwear + Premium Gifts Inh. Dick Wijnhoven, THE NETHERLANDS	<a href="http://www.dj-print.nl">www.dj-print.nl</a>
PSI No. 17186	Emre Cengiz & Semih Ünal Gbr, GERMANY	<a href="http://www.visual-arts.eu">www.visual-arts.eu</a>
PSI No. 17169	FOTOSPEKTRAS UAB, LITHUANIA	<a href="http://www.fotospektras.lt">www.fotospektras.lt</a>
PSI No. 17168	Guido Höfer Inh. Guido Höfer, AUSTRIA	<a href="http://www.creativgravur.de">www.creativgravur.de</a>
PSI No. 17152	Hans Creativ Inh. Tina Echternach, GERMANY	<a href="http://www.hanse-creativ.de">www.hanse-creativ.de</a>
PSI No. 17164	Happy Heart BVBA, BELGIUM	<a href="http://www.happyheart.be">www.happyheart.be</a>
PSI No. 17150	lichtenstein medien Inh. Jörg Lichtenstein, GERMANY	<a href="http://www.lichtenstein-medien.de">www.lichtenstein-medien.de</a>
PSI No. 17180	Mainoslahjaverkkokauppa Inh. Tarja Hanuttu, FINLAND	<a href="http://www.mainoslahjaverkkokauppa.fi">www.mainoslahjaverkkokauppa.fi</a>
PSI No. 17200	MJ SPORT S.A. , BELGIUM	<a href="http://www.mj-sport.be">www.mj-sport.be</a>
PSI No. 17192	Nedco Display b.v. LTD, THE NETHERLANDS	<a href="http://www.nedco.nl">www.nedco.nl</a>
PSI No. 17160	O&R Streetwear BV, THE NETHERLANDS	
PSI No. 17179	Out of Office SPRL, BELGIUM	<a href="http://www.out-of-office.be">www.out-of-office.be</a>
PSI No. 17165	Radev Print Ltd, BULGARIA	<a href="http://www.r-print.bg">www.r-print.bg</a>
PSI No. 17197	Ramex Intermed Ltd, ROMANIA	<a href="http://www.ramex.ro">www.ramex.ro</a>
PSI No. 17151	Reklámpark Kft. Ltd., HUNGARY	<a href="http://www.kreativmegoldas.hu">www.kreativmegoldas.hu</a>
PSI No. 17158	Rontex AG, SWITZERLAND	<a href="http://www.waterman.ch">www.waterman.ch</a>
PSI No. 17190	Smart Graphics VOF, THE NETHERLANDS	<a href="http://www.smartgraphics.nl">www.smartgraphics.nl</a>
PSI No. 17161	Speedwear NV, BELGIUM	
PSI No. 17183	T.A.E. srl, ITALY	<a href="http://www.taesrl.com">www.taesrl.com</a>
PSI No. 17195	Tex Advertising Ltd, SERBIA	<a href="http://www.tex.rs">www.tex.rs</a>
PSI No. 17182	TRENDMARK LTD/AB, SWEDEN	<a href="http://www.trendmark.se">www.trendmark.se</a>
PSI No. 17173	TZI Werbung Inh. Thomas Zimmermann, GERMANY	
PSI No. 49171	Allers Grupa sp. z.o.o., POLAND	

## PSI Lieferanten / Supplier

PSI No. 42357	Böker Manufaktur Solingen Heinr. Böker Baumwerk GmbH, GERMANY	<a href="http://www.boker.de">www.boker.de</a>
PSI No. 49170	CREA F2 LLC, UNITED ARAB EMIRATES	<a href="http://www.creaworldwide.com">www.creaworldwide.com</a>
PSI No. 49160	Fantasia Blumen Im- u. Export GmbH, GERMANY	<a href="http://www.fantasia-blumen.de">www.fantasia-blumen.de</a>
PSI No. 49187	Gigaset elements GmbH, GERMANY	<a href="http://www.gigaset-elements.com">www.gigaset-elements.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. 49172	HEADS GRP Ltd, UNITED KINGDOM	<a href="http://www.infruition.com">www.infruition.com</a>
PSI No. 49183	IDentiks Card Systems d.o.o, SLOVENIA	<a href="http://www.identiks.si">www.identiks.si</a>

PSI No. 40940	IGRO Import- und Grosshandels GmbH, Germany	<a href="http://www.igro.com">www.igro.com</a>
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IGRO, die Taschen-Macher. Werbetaschen mit traumhaften Multiplikator Effekten! Taschen aller Art: Eventtaschen, Goody Bags, Fan Taschen, Messetaschen, trendige Einkaufstaschen, durchkonstruierte Spezialtaschen, Werkzeugtaschen, Merchandising Bags für erfolgreiche Marken und mehr textile Werbeartikel!

IGRO, the bag creators. Promo bags with stunning multiplying effects! Popular advertising bags of all kinds, event bags, goody bags, fan bags, exhibition bags, shopping bags, intelligent technical bags, tool bags, merchandising bags for successful brands.

PSI No. 49180	J.H. Tönnjes GmbH, GERMANY	<a href="http://www.toennjes.de">www.toennjes.de</a>
PSI No. 49186	Joan McLean Jo-M® Inh. Joan McLean, GERMANY	<a href="http://www.recordbagz.de">www.recordbagz.de</a>
PSI No. 47723	Kekswerkstatt GmbH, GERMANY	<a href="http://www.kekswerkstatt.de">www.kekswerkstatt.de</a>
PSI No. 49173	Kelly GmbH, AUSTRIA	<a href="http://www.kelly.at">www.kelly.at</a>

PSI No. 49759	koakult GmbH, GERMANY	<a href="http://www.koawach.de">www.koawach.de</a>
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koawach ist die leckere Bio-Trinkschokolade mit natürlichem Koffein aus Guarana: der vegane Wachmacher als Alternative zu Kaffee. Unsere Rohstoffe beziehen wir fair gehandelt direkt von den Produzenten. Wir bieten individuelle Branding- und Geschenk-Lösung.

PSI No. 47741	LGP GEM LTD., UNITED STATES	<a href="http://www.lgpltd.com">www.lgpltd.com</a>
PSI No. 49181	MART's Martyna Konowrocka, POLAND	<a href="http://www.marsbags.com">www.marsbags.com</a>
PSI No. 49174	Metrie s.r.o., CZECH REPUBLIC	<a href="http://www.metrie.cz">www.metrie.cz</a>

PSI No. 49188	NAWOLI GmbH, GERMANY	<a href="http://www.chicobag.de">www.chicobag.de</a>
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Demonstrieren Sie Qualität und Nachhaltigkeit mit Ihrem Design auf Taschen aus recycelten PET-Flaschen

PSI No. 49191	New Free Look LS d.o.o., SERBIA	<a href="http://www.free-look.rs">www.free-look.rs</a>
PSI No. 49179	NOVATEX GmbH, GERMANY	<a href="http://www.novatex.de">www.novatex.de</a>
PSI No. 46883	OPTEXX GmbH, GERMANY	<a href="http://www.optexx.eu">www.optexx.eu</a>
PSI No. 49184	Platinum Promotion S.C. M. Jurkiewicz P. Hoffmann, POLAND	<a href="http://www.arpp.pl">www.arpp.pl</a>
PSI No. 49190	PPH Batkiewicz sp.j. M.J.G.S. Batkiewicz, POLAND	<a href="http://www.topsmycze.pl">www.topsmycze.pl</a>

# THE TECHNOLOGY INDUSTRY

**I**s the promotional products industry drifting further apart or is it consolidating? The fact that investors are becoming more deeply involved both in the distributor sector and in the supplier sector proves their keen interest in the promotional product and their optimistic anticipation of a profitable future. However, investors are anything but naive. They have clear growth and profitability targets. They only invest if a minimum level of security and growth is predicted. This indicates that the promotional products industry is gaining significance.

The commitment of investors, however, also indicates increasing competition in the struggle for customers and an

associated consolidation of the market. It is thus possible to paint a gloomy or a rosy picture of the future. In addition to a clear positioning and differentiation from the competition, technology is playing an ever more dominant role. It now dominates all stages of the value added chain. Creativity is now supported by hardware and software. Ideas and designs are being transformed into prototypes made of plastic or metal within hours by using 3D printers. Custom designs can now be implemented faster than ever before. Even finishing is experiencing a rapid development thanks to digital printing. Nano printing enables an unprecedented sharpness. Everything is now printable; there

are no longer any limits. High speed and high quality are possible.

Can small businesses, in particular distributors, still compete? In addition to investments, it is essential to have a profound knowledge of promotional products, including finishing techniques. It is necessary to master numerous disciplines that intermesh. Education and training are the fundamentals to achieve this, which is repeatedly confirmed at the distributor meetings. The major service providers such as PF, which offers everything from one source with incredible speed, have found a simple solution.

Technologies also play an increasingly important role in customer acquisition and customer care. There is hardly a company that can do without a CRM system today. This also applies to the sales channel online. Nevertheless, you can still frequently hear from the industry that technology and Internet are overrated. Stagnation means regression. A number of other industries have already made this painful experience.

»Technology is playing an ever more dominant role at all stages of the value added chain.«



Best regards,

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

Michael Freter  
Publisher of PSI Journal  
Managing Director PSI  
[michael.freter@psi-network.de](mailto:michael.freter@psi-network.de)

# 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)**

**PARTICIPATE  
NOW!**



## ADVERTISE FESTIVALS

**A**nyone who works (hard) also has to unwind. It is not without good reason that in recent years so-called work-life balance has been on everyone's lips, filling seminars and publications. Festivals and events offer a timelessly effective way to have fun and relax. In this kind of ambience, revellers are particularly receptive to the stimuli provided by promotional products that suit the occasion. An equally timeless topic that is always addressed by an industry conscious of trends, however, is textile advertising. We will be presenting the latest product ideas from both areas in October.

**Please give some thought to the product theme of the November issue with the topics "Summer and garden" and "Tools, car, safety" and send your product presentations (image and text) not later than 16 September 2016 to: Edit Line GmbH, Redaktion PSI Journal, e-mail hoechemer@edit-line.de.**



## PSI SUSTAINABILITY AWARDS 2016

**T**he tension is rising: 35 nominees have made it to the final of the second PSI Sustainability Awards which will be presented at the Kurhaus Wiesbaden on 2 September. The prizes will be awarded in eight categories. They show the self-initiatives the industry takes and how it uses the promotional product as a product or as part of a sustainability campaign. The fact that creativity and sustainability convincingly go hand in hand is shown by the nominated sustainable products. We will be presenting the award-winners.



## REAL ALL-ROUNDER WITH GREAT POTENTIAL

**T**o realize an idea and vision and to see them grow can be a great moment of happiness, says Dagmar Kornhaas, owner of MAXX Factory. Discovering a new material is probably an even greater moment. For her company papyr is the name of the material, a very special paper from which stylish products can be created. We introduce papyrMAXX in our October edition.



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# PSI

10<sup>th</sup> – 12<sup>th</sup> January  
Düsseldorf 2017

The Leading European Trade Show of the Promotional Product Industry



Exclusive for PSI distributors: Show your customers the PSI on Thursday. Starting from 1<sup>st</sup> September 2016 only as visitor registered PSI distributors can invite their industry customer.

 Reed Exhibitions

[www.psi-messe.com/tickets](http://www.psi-messe.com/tickets)

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Emil Heimann  
Bäcker Konditor Gebäcker



Mini stollen

Lindt

NEW!



Lindt Santa Claus, 10 g

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Lindt

NEW!



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Made in Germany!



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