

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

October 2016

Volume 55



Fritz Haasen

Kalfany Süße Werbung
Manager with a vision

Product Guide

Festivals and events
Fashion, Outdoor, Leisure

Winner

PSI Sustainability Awards
2016

PSI 2017

Extended visitor concept



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Quality assurance
responsibility

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Editorial

Sustainability as a success factor

Wiesbaden, the capital of the German State of Hesse, allows its visitors to feel what sustainability means in terms of urban planning, architecture and culture. Art nouveau and classicism have merged around thermal and mineral springs to create a harmonious cityscape. Only interrupted by the greenery of the spa gardens with the imposing Kurhaus –the ideal place where sustainability can be felt, almost imposing. Where better could the presentation of the PSI Sustainability Awards have been celebrated (starting on page 12)?

Hubertus Doms, manager of the baby products producer Hipp, also sent a clear message in his key note speech that was savoured with much applause: “Ethical behaviour is a prerequisite for sustained success.” Hipp proves this each day in an environment characterized by fierce competition and is under constant scrutiny by regulatory agencies, the media and political groups.

In many industries, sustainability, at least as an objective, is not always recognized and accepted as a guiding principle. The promotional products industry has struggled to understand this issue as an important element of its actions. The challenges of everyday life were always too important and demanding.

For several years now, however, a transformation has been taking place. Sustainability itself is becoming an issue that is essential for survival. Especially where the purchasing industry customer is committed to the guidelines of his company in terms of sustainability. International standards set the benchmarks. Often initiated by the younger generation, even SMEs are changing their views. What was once ridiculed is today the task. “Making a quick buck” is frowned upon; people want to be able to do good business tomorrow and the day after tomorrow and still have a clear conscience. A transformation that the PSI helped to initiate in the industry, lives and has given a symbol with the Sustainability Awards. Join in – you too can register at www.psi-network.de and take part the next time.

With this in mind

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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The PSI Sustainability Awards Ceremony 2016

We thank for an unforgettable evening and look forward to PSI Sustainability Awards 2017





The winners of the PSI Sustainability Awards 2016

And the winner is ...

Category 1:

Economic Excellence 2016

WALTER Medien GmbH

Category 2:

Environmental Excellence 2016

Karl Knauer KG

Category 3:

Social Excellence 2016

Giving Europe B.V.

Category 4:

Environment Initiative 2016

Victorinox AG

Category 5:

Social Initiative 2016

Faber-Castell AG

Category 6:

Sustainable Product 2016

Touchmore GmbH
cooperating with
Blikvanger, Amsterdam, NL

Sustainable Product Set 2016

Präsenta Promotion International GmbH

Sustainable Writing Instruments 2016

manaomea GmbH

Category 7:

Sustainable Campaign 2016

STAEDTLER MARS GmbH & Co. KG

Category 8:

Sustainable Company of the Year 2016

Karl Knauer KG

The registration for PSI Sustainability Awards 2017 starts in January 2017.

Contact: Sarina Peters · Phone: +49 211 90191 152 · Fax: +49 211 90191 185 · E-mail: awards@psi-network.de

SUSTAINABLE. Appeel – from a

TRENDS & BRANDS

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ap[®]
peel
MADE IN ITALY



The Appeel collection is inspired by nature and the changing scenery of the Italian landscape and through a patented and pioneering technique is created from the parts of the apples that are often overlooked. A natural and sustainable story that creates an innovative beauty by the fusion of technology and fantasy. The nature, the outdoor life, the mountains, the apple trees inspired the design of the products, while the warm colours of our apples are the collections colour palette. A collection dedicated to those who appreciate naturally sourced products and the beauty of the nature. A suitable alternative for those who care for animals and the environment.

pple tree to you.



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SUSTAINABLE



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Lanybook® Castelli
digital solution



PSI 2017:

Extended visitor concept 16

For the first time in its 55-year history, the PSI Trade Show to be held from 10 to 12 January 2017 will enable the controlled admission of industry customers – with the aim of motivating advertising companies to use promotional products. Here are the key facts and the procedure of the invitation.

Quality assurance

Demonstrate responsibility 32

Quality assurance is one of the most important issues that concern the European promotional product industry. Not only have the legal requirements become more complex, even advertising companies and recipients demand safe and responsibly produced products. In collaboration with the PSI partner Intertek, we show a series of approaches for



New Wave: Launch

72

New Wave has recently gained an exclusive brand. James Harvest Sportswear & Frost have been merged, thus setting completely new accents in the company's array of brands – sporty-chic and modern-elegant.



Fritz Haasen:

Manager with a vision 76

Fritz Haasen realised the merger of the promotional products company Süße Werbung with the sweets producer Kalfany. He created a modern company that provides the industry with a wide range of high-quality products, strong brands and sweet promotional ideas. This is the portrait of a manager, who always keeps an eye on the big picture.



Retro is hip

Retro is all the rage. At times, there are entire retro waves. The promotional products industry also rides on the crest of this successful wave. What our grandmothers once knew is hip again today among their grandchildren.

Enamel coffee mug

Eyespot Werbemittel GmbH & Co. KG · www.ichdruckdich.com · PSI 47026

"On the prowl" lunchbox

Troika Germany GmbH · www.troika.org · PSI 46311



Cookies are small text files in Web browsers. There are also short texts about **various trends and brands** on the newly designed pages of this section. The promotional products industry also offers nourishing cookies of another kind.



Culinary world star

The noodle is a timeless culinary trendsetter – whether it be Italian pasta, Greek Kritharaki, ramen from Japan or Chinese glass and mie noodles. No wonder that every year on 25 October World Noodle Day takes place – and from 10 to 12 January, there will be more noodles at the PSI 2017.

Motif noodles

Gutting PFALZNUDEL GmbH · www.pfalznudel.de
PSI 46944





A feast for the eyes

Capturing the beauty of nature. A photo does the trick when a glance sometimes fails. Twelve of them in a calendar are a year-round eye-catcher.

Nature calendar R-line collection
REDA a.s. · www.reda.info
PSI 46051

*Beauty
is in the eye
of the beholder*



Pure wellness

Nurturing products are like balm for the soul. Whether it be Ritual or a small wellness treatment for home: they are and make you beautiful.



1 | Rituals

Trendfactory B.V. · www.trendfactory.eu · PSI 41941

2 | Wellness-Set "Natura"

Kundenpflege Wellness & Care GmbH & Co. KG
www.kunden-pflege.de · PSI 46887



1

Plastic, no thanks?

Plastic bags are currently a matter of discussion. India and France, for example, have banned the use of plastic bags. With the introduction of a tax of 15 cents per bag, the annual per capita consumption in Ireland fell from 328 to 21 bags. And the alternatives?

Unless a plastic bag is recycled, it takes between 100 and 500 years before it decomposes, depending on the type of plastic. However, it is possible to do without plastic. With attractive examples, the promotional products industry shows how this can work in advertising. A particularly environmentally compatible variant: the stone paper bag.



2



3

1

Paper bags
Serwo GmbH
www.serwo.de
PSI 49026

2

PP-Non-Woven-Bag
Joytex GmbH & Co. KG
www.joytex.de
PSI 41990

3

Hessian bags
Jute statt Plastik e. K.
www.jute-staat-plastik.de
PSI 47998



3 questions for Joachim Hackel, JH Innovations GmbH

What is stone paper?

Stone paper is a paper of the new generation. It is wood-free and consists almost entirely of stone dust. Stone paper is insoluble in water, tear-resistant and tough, light and can also be naturally recycled. It behaves almost identical to ordinary paper for printing and processing.

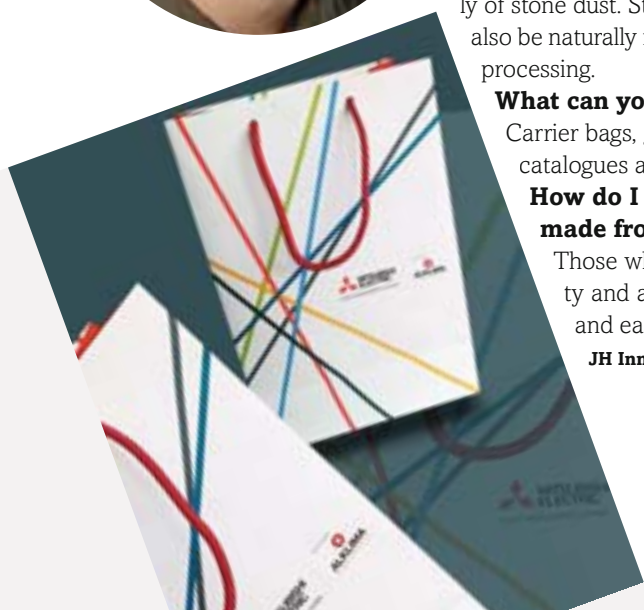
What can you make from it?

Carrier bags, gift boxes, calendars, books and magazines, notepads, business cards, catalogues and flyers, labels and presentation folders, just to name a few.

How do I convince my customers to choose promotional carrier bags made from stone paper?

Those who opt for stone paper bags place particular emphasis on sustainability and are searching for high quality. In addition, stone paper bags are sturdy and easy to use.

JH Innovations GmbH · www.jh-innovations.de · PSI 48291



beanie
mb 7108

men's
jh 824

mb 7948
gloves

team
jh 833



1



2



3

Bye-bye cash?

Some economists recommend abolishing cash. The Swedish retail trade already handles 95 per cent of all sales digitally. Whether it be cards, notes or coins – the promotional products industry is prepared.

1 Space Wallet

Space Wallet GbR · www.spacewallet.de
PSI 49655

2 Miami Wild Serie

Jutamo GmbH · www.jutamo.de
PSI 45651

3 'Football' exchange

Gabriele Bühring · www.buehring-shop.com
PSI 40807



Timeless trendsetter

It can draw a line up to **two kilometres** long, which is equivalent to **11,363** phone numbers written down or even **375** written letters. With its more than **70** years, the **pen** is a perpetual fountain of youth in the digital world. And as a promotional product it is at the top of the popularity scale – as the PSI shows year after year.



NEU

JETZT KATALOG
ANFORDERN!

EXKLUSIVE WEIHNACHTSPRÄSENTE

INNOVATIVE NEUHEITEN 2016

HIMMLISCHE WEIHNACHTSPRÄSENTE: FÜR KUNDEN UND MITARBEITER!

TOP

NEU

NEU

NEU



Lindt Weihnachtsmann
mit Glöckchen (70 g)



„Himmlische Weihnachtszeit“
mit Lindt Schokolade



Ritter „SPORT“
Quadretties in Präsentbox



Milka
Weihnachtsmann-Tafel

INDIVIDUELLE WEIHNACHTSPRÄSENTE IN PREMIUM-QUALITÄT!

Es weht ein frischer Wind durch die Werbung. In einer schnelllebigen Zeit begeistern Sie Ihre Kunden am besten mit individuellen Produkten, die Charme und hochwertige Haptik mit Markenqualität verbinden. Persönlich und mit starker Aussagekraft: Jedes unserer individuell bedruckten Werbemittel, das den Weg in die Büros unserer Kunden findet, wird in Manufakturqualität mit viel Liebe zum Detail gefertigt. Lassen Sie sich von tollen Neuheiten begeistern.

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DIE ADVENTSKALENDER EXPERTEN

“Sustainability begins with each of us and therefore does not stop at the borders of entire industries”. With this statement, PSI Managing Director Michael Freter underlined the importance of the PSI Sustainability Awards. On 2 September, they were awarded for the second time following their premiere in 2015.



Delighted winners of the PSI Sustainability Awards 2016

Prestigious award ceremony

Everyone is a **winner**

The Christian-Zais Hall of the Wiesbaden Kurhaus served as the elegant setting for the exclusive evening event charmingly compered by the Swiss television presenter Tamara Sedmak. The magnificent building in the neo-classicism style was erected between 1905 and 1907 by the architect Friedrich von Thiersch, and since then has firmly established itself as an ideal ambience for galas, events, congresses and symposia. Reason enough to present the PSI Sustainability Awards there more than 100 years later. In his opening speech, PSI Managing Director Michael Freter was full of praise for the more than 150 submissions, of which 35 emerged as nominations. "The jury was very impressed," he said reflecting the view of the eight-member decision-making body.

New seal

The "Sustainable product recommended by PSI" seal celebrated its premiere. During the jury session to evaluate sustainable products, the jury members had the opportunity to separately select a product that they would personally recommend. Products with more than 50 per cent of jury votes received the "recommended" label.

Great relevance of sustainability issues

In his speech, Hubertus Doms, Management Works of baby food producer Hipp and keynote speaker of the evening, emphasized the corporate responsibility: "Sustainability is justice and doesn't work without morality. It is not about profit maximisation but rather profit optimisation." Sustainability is not an end in itself. And this is demonstrated by the award-winning submissions. They show the initiatives taken by the industry on this issue and how it uses the promotional product as an item or part of a sustainability campaign.

Culinary finale

The atmospheric evening was rounded off by a three-course gala dinner in the stylish conservatory. This allowed for extensive networking and an exchange of views about sustainability – and perhaps a careful consideration of taking part once more next year.



This year's PSI Sustainability Awards were presented in the elegant Christian-Zais Hall of the Wiesbaden Kurhaus.



"Sustainable products recommended by PSI"

- > "Seed Bomb" – Die Stadtgärtner
- > "GRIP 2001" – Faber-Castell
- > "Appeel Collection" – Lediberg
- > "To-Go-Cup" – KAHLA Thüringen Porzellan
- > Pocket Knives – Victorinox
- > Calender Series "Blue Angel" – Zettler Kalender
- > Crafting Toy – Playmais

continued on page 14 >>

The winners of the PSI Sustainability Awards 2016

Economic Excellence 2016

Walter Medien ...

... maintains a high level of certification and auditing for quality management. As a multi-award winning vocational training operation with award-winning trainee projects, Walter Medien GmbH especially stood out with its latest sustainability report in which everything was documented with an exemplary transparency.

Environmental Excellence 2016

Karl Knauer ...

... chose sustainability as an economic principle at a very early stage. Significant and documented figures as well as investments to continually improve environmental values and ecologically compatible finishing catapulted the company to the top of the nominees in category 2 "Environmental Excellence 2016".

Social Excellence 2016

Giving Europe ...

... has been awarded for its social standards that go far beyond the legal minimum standards. This applies both to the international production facilities of its suppliers as well as to the social commitment of its European headquarters. The importer of promotional products, which is structured according to the CSR guideline ISO 26000, is undeniably a leading member of its profession in terms of its social commitment.

Environment Initiative 2016

Victorinox – cultural landscape management project

... in cooperation with the Foundation for Landscape Conservation Switzerland has sent a clear message about the importance of cultural landscape management and is committed to preserving the ancient water channels in the dry inner alpine valleys such as in the Valais and Val Müstair. Moreover, the involvement of employees through the company's own initiative "Grüner Schild" (Green Shield) for practical environmental protection gives the project a special authenticity.

Social Initiative 2016: Faber-Castell

The Graf von Faber-Castell Children's Foundation ...

... supports organisations and aid initiatives to support documented children's charities at home and abroad to improve the future prospects of children. The jury acknowledged the high level of in-house networked social thinking and the relevant external impact on communities and society at the worldwide production sites.



A stylish ambience and relaxed atmosphere: The gala dinner following the presentation of the PSI Sustainability Awards was the culinary finale to a thoroughly successful event.



Oliver Leykam took the ward for one of the winners: STAEDTLER Mars.



"Social Excellence 2016" was sponsored by Intertek. Reward: an inhouse workshop coupon handed over by Martin Mündlein (middle).



Got into conversation: Maria Kofidou, Sales Director Reed Exhibitions Germany, and Lutz Gathmann.



The ceremony attracted the undivided attention of the guests, among them Reed Exhibitions Germany CEO Hans-Joachim Erbel (third left) and Kevin Agnew (left), Global Environment Manager at RELX Group, who travelled from England.



Reed Exhibitions Germany expertise: (left to right) Dr. Mike Seidensticker, Markus Backhoff, and Enno Schummers.

The winners of the PSI Sustainability Awards 2016

Sustainable Product 2016

Touchmore – logoloop ...

... convinced with its CO₂-neutral printing and CO₂-neutral subsequent processing, Natural Office certificate for print production, FSC Mix certified cardboard from paper mills which operate up to 95 per cent with biofuel, electricity sourced from renewable resources and complete avoidance of waste, as well as the choice of Europe as the production location to reduce CO₂ transport emissions.

Sustainable Product Set 2016

Präsenta Promotion – ‘APPLEDAY’ apple holder ...

... is a systematically sustainable through-composed product set consisting of organic apples as well as an apple holder and knife booklet that are made from FSC-certified wood from the native beech. The accompanying brochure and the packaging are appropriately produced from recycled paper.

Sustainable Product - Writing Instruments 2016

manaomea – textile pencils ...

... are made from biopolymers from agricultural waste and renewable natural, certified fibres. In addition to the fair purchase of biological material, the value added for the producers in India and Uganda will be increased by the planned local finishing.

Sustainable Campaign 2016: STAEDTLER Mars “Local wood from Bavaria” – PEFC Regional Label

The pencils, made in cooperation with the Bavarian State Forestry, are made from lime wood harvested from ecologically, economically and socially sustainable forestry in Lower Franconia. A film of the Bavarian State Forestry documented the production process from the lime tree to the finished product, which may now be designated as “Local wood from Bavaria”.

Sustainable Company of the Year 2016

Karl Knauer

High levels of vocational training, internal further training, flexible working hours for work-life balance, an in-house day care centre and the Karl Knauer Foundation for the promotion of social and cultural institutions in the region: Karl Knauer KG secured the title “Sustainable Company of the Year 2016” with the diversity of its social commitment and its own initiatives in the fields of economy and ecology. With its exemplarily documented submissions in all seven award categories, Karl Knauer KG appeared as the most complete representative of a corporate sustainability philosophy.

For the first time in its 55-year history, the PSI Trade Show to be held from 10 to 12 January 2017 will enable the controlled admission of industry customers – with the aim of motivating advertising companies to use promotional products. Here are the key facts and the procedure of the invitation.

Extended visitor concept of PSI 2017

The consultant decides

W

ith many parameters, the PSI 2017 will also follow tradition: The quality of exhibitors and visitors, a high level of innovation and professionalism in all areas will also mark the 55th edition of Europe's leading trade show of the promotional products industry. Entirely new is the sequence of days from Tuesday to Thursday as well as the admission of decision makers, marketing professionals and agencies on the final day of the trade show – exclusively on the invitation of a consultant. The first innovation is quickly explained: The PSI has refrained from the usual trade show period from Wednesday to Friday to ensure three full trade show days. For experience has shown that the Friday afternoon was often not fully utilised until the trade show officially ended at 4 pm, which was not ideal for exhibitors. This will now be different because even on the final day of the trade show, now a Thursday, the PSI will not close its doors until 6 pm.

Decision is widely shared

There is more to know about the expansion of the target group. How did this come about? Consultants, distributors and suppliers have jointly decided to involve industry customers because market transparency, globalisation and e-business have necessitated a change in thinking. As of spring 2015, the PSI in collaboration with all levels of industry under the umbrella of GWW has developed a model to integrate professional decision makers from industry and the branded goods industry into the PSI 2017 in a targeted and controlled manner. GWW was creatively involved for the first time. Against the background that industry customers had already been "smuggled" into the trade show by consultants and manufacturers in the past, a structure has now been created which makes it possible to admit industry customers to the trade show exclusively as personally invited guests of consult-



ants and distributors. Through this structured integration of industry customers, the value-added chain in the promotional products industry will be controlled and sustainably supported.

Consultants hold a key position

All consultants should know that they do not have to invite their customers, but they can. If they do, they will have the chance to show their customers the entire spectrum of the promotional products world to demonstrate to them the possibilities of representational advertising and to convince them of the value of promotional products in the marketing mix. They can thus promote an awareness of the power of haptics in campaigns and activities in the industry and thus create a basis for new business. If more visitors come to the PSI and more valuable contacts are generated, a significant market stimulation which will benefit all levels of the industry can be expected. Distributors and consultants can therefore decide themselves whether in the future industry customers are visible for everyone at the PSI Trade Show as part of the value-added chain or whether they are not. It must be stated here once more again: At the PSI 2017, exhibitors will only communicate industry customer prices; the distributor will remain the sole business partner of the exhibitor.

Only registered consultants can invite

On the first two days of the trade show, consultants can, as hitherto, provide advice and meet their suppliers undisturbed. Industry customers can only attend the trade show on the final day, the Thursday. So how does the invitation and registration procedure work? To register via the separate PSI industry customer ticket shop in advance or to register at their own counter on site, they need an invitation code. This can only be obtained from a consultant, not from the PSI and not from exhibitors. An important aspect of the invitation process: Only consultants who have registered themselves as visitors to the PSI can obtain an invitation code. The PSI therefore recommends that all consultants who would like to invite customers should register for the trade show as quickly as possible so that they can then contact their customers in time. For several years now, exhibitors have had the possibility to invite their distributor customers to PSI free of charge by providing them with codes. To speed up the invitation process for industry customers, it would make a lot of sense if exhibitors also sent their distributor invitations in good time. By doing so, they would in turn encourage the distributors to invite industry customers. On redeeming the invitation code, the respective industry customer can be clearly assigned to the PSI consultant.



Only consultants who have registered themselves as PSI visitors can invite their industry customers. That is why consultants are best advised to register now as a visitor.

Use information page

By referring to the information page specially created for them on the Internet, consultants can find out what they have to pay attention to when inviting a customer. The "Industry Day 2017" page will be available under the menu item "About the trade show" at www.psi-messe.com. Please take a look as you will find a clear summary of all the information you need to know. In the next issue, we will visualise being at the trade show and assume that the industry customer has properly registered with his invitation code and is excitedly entering the trade show hall. You can read about how distributors and exhibitors can adapt to the new group of visitors and what they should know in the November issue.

<

dMAS, the digital trade show inquiry system for the promotional products market in D-A-CH, is the new partner for PSI Lead Tracking. The online software – briefly described as a “digital trade show bag” – has been used in recent years at several important regional trade shows and in-house trade shows.

Target group extension PSI 2017

dMAS is new partner for PSI Lead Tracking



Exhibitors simply scan the visitor's ticket and instantly know who they are talking to.

The PSI network will be using the tools dMAS Notes and the „digital trade show bag“ for the upcoming PSI 2017. When booking a stand, each exhibitor will receive as many licences/access codes for the visitor data capture app as he wants. This is available from autumn through the PSI Online Service Center (OSC). The app is available as a web-based version when using a laptop/PC and as an app on iOS (from version 8.0) and Android (from version 5.0) devices.

The advantages for exhibitors and visitors:

> The system automatically detects whether a visitor is a distributor or an industry customer. (Just a reminder: Thursday is the trade show day when industry customers may be invited by PSI distributors.) The tickets for industry customers are also specially marked and colour high-

lighted. The exhibitor will only be provided with the name of the industry customer, his company, and the full contact details of the inviting distributor. Orders will continue to be processed exclusively through the inviting distributor.

> If desired, the PSI will rent out additional rental tablets (Android) to exhibitors. In addition to collecting visitor data, exhibitors can enter their products into the system (including prices, finishing options, variants, quantity, specifications, sample requests, personal notes etc.). Requests can thus be managed directly and offers sent to the distributor using the tool.

> After the trade show, the inviting PSI distributor receives an overview of the stands where his industry customers had been scanned by the exhibitor. This enables the distributor to ask the exhibitor during his follow-up activities what his industry customer had requested.

> Each visitor will also receive access to his digital trade show bag (the PSI will provide access data in advance). As the organiser, the PSI can also enter information about the trade show – this is also specific to the target groups (i.e. different information for distributors or industry customers).

> With the “digital trade show bag”, exhibitors can also enter information after scanning the visitor (e.g. product information, catalogues in PDF format, etc.).

> dMAS and its team will be on site during the set-up and runtime to support exhibitors if required. A counter will be specifically set up at the North Entrance.

> In addition, dMAS will hold information lectures for distributors within the PSI Practical Forum on Tuesday (10 January 2017) and Wednesday (11 January 2017) for the presentation of the tools in English and German. Furthermore, dMAS will be offering two information sessions for exhibitors (one in German, one in English) on Monday 9 January 2017 at the trade show.

For more information please contact PSI: Tel. +49 211 90191-702



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 10th – 12th January 2017 in Düsseldorf. Select your personal favourites as candidates for the People's Choice Award, the prize for the most creative innovations.



11



Marcin Parzyszek
Słodkie Upominki

*“Nothing’s sweeter
than Słodkie –
the best description
of our company
in a nutshell.”*

Słodkie Upominki specialises in the manufacture, design and packaging of promotional confectionery. It has roughly 200 products in its assortment – ranging from sweets, pastilles, dragées and chewing gum through to lollipops, cookies, chocolate, handmade confectionery and chocolate truffles. The range is constantly being updated and is distinguished by its creativity. The company is renowned in the market for its original “sweet solutions”. ●



12



Fritz Haasen
Kalfany Süße Werbung

*“KSW24.COM –
the internationally
successful experts
in sweet and tasteful
promotion.”*

Superior service, innovation, certified in-house production, exclusive brands and the very latest printing and packaging technology are the tools we use to exceed the quality and impact expected of our sweet promotions. ●



13



Arno Ritter
Ritter-Pen

*“Tradition and innovation
go hand-in-hand
at Ritter-Pen – to produce
experience, worth,
and creativity.”*

Quality is of paramount importance for the writing utensils manufacturer Ritter-Pen. It combines style, substance and form to create distinctive ‘Made in Germany’ products full of writing culture character. Ritter-Pen also offers flexibility and short delivery times – along with comprehensive service. All Ritter-Pen customers will find writing implements which are tailored to meet their own individual needs. ●



14



Stephan Horlebein
Maxim Ceramics GmbH

*“Porceline by Maxim
combines design with
individuality in the most
beautiful forms.”*

As a manufacturer and importer of promotional ceramics, Maxim has made a name for itself Europe-wide with its individual designs for cups, mugs, glasses, and much more besides. In its “Porceline by Maxim” brand, Maxim offers its own high quality, copyright-protected designs in four product lines, opening up unlimited possibilities to our customers and helping them to find their preferred models quickly and easily. ●



15



Boris Schimanski
CALAFANT Store

*“Design and build
your own worlds –
and let your
imagination fly.
That is CALAFANT.”*

CALAFANT, clever toys for clever children. All the models inspire creativity: start building, painting and playing! Castles, riding stables or pirate ships – all the models are sources of fun-filled, spine-tingling or extraordinary adventures. This is where fantasies become reality. The DIY products and toys designed by Boris Schimanski have already won many awards. ●



16



Ronny Titze
LASERPIX GmbH

*“LASERPIX –
the specialists in 3D
products, logos and
photos using the finest
material there is: glass.”*

2D & 3D glass engraving for companies – the best of the best can’t be wrong. That’s why we have enjoyed their trust over so many years: for high-quality promotional products and merchandising, for award prizes or for engravings at live trade fair events. Personalization raises the value of promotional materials by 300 per cent – as one-offs or in larger numbers – for agencies looking for that something special. ●



17



Marina Batista
Paul Stricker

*“Boundless promotion –
that’s the idea
behind hi!dea™ design.”*

No limits. No rigid concepts. Just a comprehensive range of products that is continuously being improved. That’s the idea behind hi!dea™ design – our brand since 2013. The creative process uses carefully selected materials to create products and innovative collections with attractive designs. That’s what we understand by exceptional service. Service that we live and breathe every day. More than 4,000 satisfied customers can’t be wrong. ●



18



Peter Leseberg
Halfar System GmbH

*“We are bag experts
and offer a range of over
150 bags and backpacks,
producing new models
every year.”*

The bag specialists HALFAR® design, manufacture, refine and sell bags and backpacks as successful promotional items or as special bags for technical products and individual requirements. For the last 30 years the Bielefeld-based bag-maker has offered a wide range of colours, high stock availability, multiple finishing methods and special customised designs. ●



19



Rafael Kladzinski
CHOCOLISSIMO

*“Chocolate is never
out of fashion,
never boring – and is
always bewitching.”*

Fine chocolates, hand-made without preservatives and additives – the sweet masterpieces of CHOCOLISSIMO are individually packed and are always fresh: ideal exclusive gifts for connoisseurs. Customers benefit from our full service, ranging from the initial idea and graphic design through to production and delivery. Our motto is: all-round service from a single source! ●



20



Max Grubba
Max Grubba

*“Discover the
fascinating golden
lustre of old,
legendary jewels!”*

Brooches, necklaces, earrings and much more besides: all these are offered by Galerie Eldorado – named after the fabled land of gold – with its pre-Columbian replicas based on jewellery pieces from the Bogota Gold Museum, some of which are up to 2,500 years old. Max Grubba is presenting this jewellery exclusively for the promotional products market. Using wax impressions, these 24 carat-plated replicas are handcrafted to look exactly like the originals. ●



84

per cent of German suppliers and 82.9 percent of distributors expect positive sales growth in the next five years.

win 2

micro enterprises spend more than 20 per cent of their advertising and communications expenditure on promotional products. This is the conclusion that is reached by the promotional products monitor of the German Association of the Promotional Products Industry (GWW).

150

percent: Last year, advertising expenditure within the political parties in Austria grew by 150 per cent. This is the conclusion of the Austrian market research institute Focus.

25 %

According to ZenithOptimedia, China can expect a 24.61 per cent growth in advertising spending (2015-2018). In comparison, Germany can expect 7.79 per cent, behind Great Britain and the USA.

526 billion

dollars: In its current Advertising Forecast, the media agency Magna Global expects global advertising expenditure in 2016 to be worth 526 billion dollars. This would represent an increase of 4.6 per cent. According to the media agency, there are three main reasons for this growth rate: The Olympic Games in Rio de Janeiro, the European Football Championship, and the US presidential election. According to the forecast, the latter will cause turnover in the USA to rise by 5.2 per cent to 176 billion dollars.

90

per cent: According to a survey by the market research company Nielsen, 90 per cent of consumers trust the advice of acquaintances. Companies and agencies have now responded

and revived a very old form of advertising: word-of-mouth advertising.

66 M

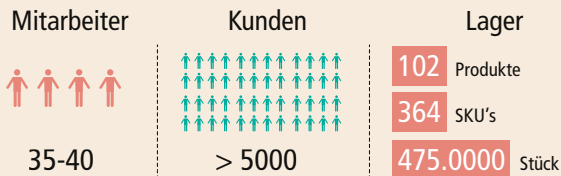
According to the GWW promotional impact study for promotional products, 65.77 million Germans possess a promotional product. This means a 95 per cent share of the German population over 14 years.



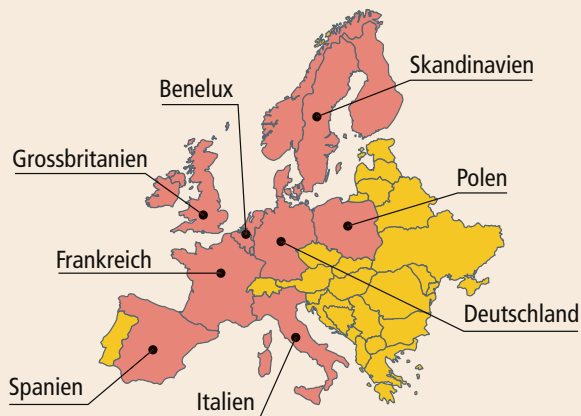
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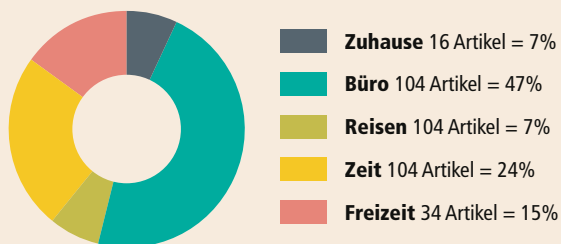


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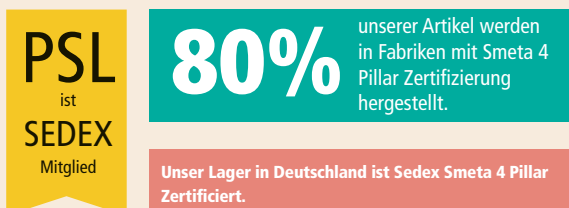


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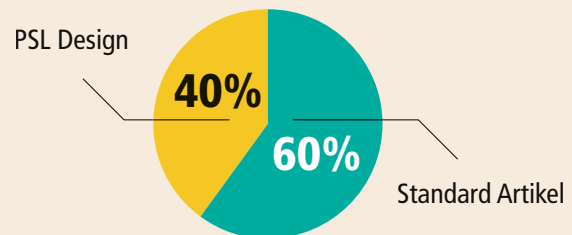
PRODUKTE



SOZIALE VERANTWORTUNG



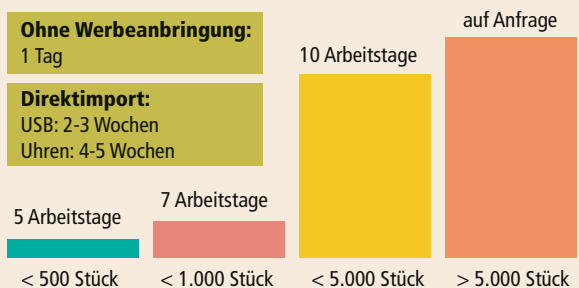
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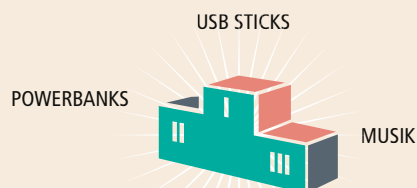
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BESTSELLER



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Quality assurance is one of the most important issues that concern the European promotional product industry. Not only have the legal and normative requirements become more extensive and complex, even advertising companies and recipients demand flawless, safe and responsibly produced products. In collaboration with the PSI partner Intertek, we show a series of approaches for target-oriented quality management.

Without professional advice, it is becoming increasingly difficult to overcome the risks along the value-added chain.



QUALITY ASSURANCE

Demonstrate resp minimise





onsibility risks

Not too long ago, quality assurance was often neglected, and the risk of possible product defects was dispelled. Products were often carelessly imported from Asia, whatever the customer wanted or the market offered. The entrepreneurs' awareness of the need for risk management has grown, not least because of the many directives adopted by the European Commission, which were transposed into national law and now have a binding character. Not only did pressure come from politics, the customer has also become more sensitive, demanding a seamless proof of conformity throughout the supply chain. If a supplier does not go along with this, he is no longer competitive. Cheap, new or particularly striking – this alone is no longer enough to score points with the customer. What are needed are safe, harmless and functional products with an acceptable durability. Distributors are often the first to be confronted with this new awareness of quality and must now put the onus on their suppliers. There is an increasing number of examples where all market participants work together to attain better products, where projects work excellently because everyone knows that ultimately the quality of products and services determines long-term success. But there are also counter-examples where there are complaints and product defects.

The distributing company is liable

Whoever orders goods or services always assumes that they will be delivered or carried out as agreed. If this is not done in accordance with the agreement, this is referred to as a defect. The defect is a central concept in the law governing temporary non-performance in various types of contracts, particularly in sales contracts, tenancy law and contract law for work (see German Civil Code § 434). Primarily, the term defect refers to the actual function, ease of use or quality (serviceability or durability). The term "quality defect" includes other areas such as the legal regulations for the marketing of products and equipment (safety, electromagnetic compatibility, pollutant-free chemical substances, etc.). Customers not only expect delivery as agreed, but also that these goods comply with the legal requirements and can be easily marketed or resold. Anyone who markets consumer products in the EU, USA, China or Japan that are not legally compliant, whether intentionally or unintentionally, acts unlawfully, which means that the authorities are forced to search for the person responsible. A basic principle always applies: the distributing company is liable for damages caused to the consumer from using a product. This may be the manufacturer, importer or in certain cases the distributor. The party which the authorities can pursue locally will always be held accountable.

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Sustainability means economic viability

In addition, the issues of sustainability and social responsibility of entrepreneurs have rightly become a focus of attention. The idea of sustainability is increasingly included by the consumer in his purchase decision and is becoming increasingly important in the face of the declining average real net output ratio of enterprises. A shortage of raw materials, new environmental regulations and industry standards are placing sustainability more and more on a par with economic efficiency. According to a recent analysis by Heike Leitschuh-Fecht, "sustainable management means maximising chances and minimising risks". ¹⁾ It is clear that a number of global companies have not only recognized that entrepreneurial success also requires a stable environment, but they have also taken various measures and integrated social and ecological issues into their corporate strategy. These activities in social and ecological areas can not only bring companies a growing economic success, but, especially with brand suppliers, reduce the risk of brand damage and lost revenue. According to the author, progressive globalisation not only brought opportunities for the development of new markets, but also increased risks through global sourcing and the frequent lack of transparency in the supply chain.

Quality assurance concepts govern responsibility

Leitschuh-Fecht also asked Lothar Meinzer, head of the sustainability centre of the chemicals group BASF, to express his thoughts: "In the complex value-added chain of the chemicals industry, disruptions and errors that affect the quality of products can easily occur. In a global economy and in global communication networks, risk management means paying more attention to all aspects related with the production process, especially at subcontractors. BASF is blamed for the sins they commit: Everyone knows BASF, but not necessarily the small companies. For us, a sustainability strategy is therefore also the further development of risk management." These clear words show that responsibility begins far from the company's own doorstep – and therefore also modern quality assurance concepts.

Include the entire value-added chain

Quality and risk management basically begins at the start of the value-added chain, i.e. when the buyer is thinking about implementing a new product concept, such as including a new article in the product range. In addition to the economic calculation, the following questions inter-



The Intertek modules of quality assurance

Assurance

Security, safeguarding, undertaking

Testing

Examination, verification e.g. of chemical, mechanical, electrical properties

Inspection

Analysis, monitoring

Certification

Certification by a recognized body; compliance with certain requirements is proven.

For each superordinate term of quality assurance, numerous other modules are defined: For example, the superordinate term Inspection covers shipment inspections, inspections prior to, during and after production, inspection of raw materials, of components, of workflows and more.

alia also arise (see box). Unfortunately, experience shows that there are still companies that focus almost exclusively on the economic aspects and neglect product safety, product quality, sustainability and social responsibility. And it does happen that legal requirements are ignored and even deliberately evaded with criminal energy – even among PSI members. The customer or the consumer, who is deliberately offered unaudited products, is the one who suffers the consequences.

¹⁾

in: Rainer Friedel, Edmund A. Spindler (ed.): Zertifizierung als Erfolgsfaktor.
Nachhaltiges Wirtschaften mit Vertrauen und Transparenz, Springer Gabler Fachmedien 2016



Quality as a competitive advantage

Quality is a must, even in the promotional product industry. In order to support PSI member companies in their efforts to offer standard-compliant and safe products, PSI has enlisted the services of Intertek, a leading, globally operating provider of quality assurance, as a cooperation partner. Martin Mündlein, Director of Global Project & Service Management, explains how PSI companies can benefit from this partnership.

»The authorities at home and abroad are increasingly focussing on promotional products.«

Martin Mündlein



What has led to the increasing demand for quality assurance measures?

There are certainly a number of reasons: Firstly, here in Europe and worldwide, the legal requirements of issues surrounding consumer protection have been redefined as new scientific findings are being incorporated into legislation. The REACH regulation, for instance, monitors the use of chemicals in the EU, including the use of substances of very high concern used in consumer products. As the case arises, REACH makes special quality assurance measures necessary. In Europe, but also worldwide, a higher awareness of quality and safety is developing. Interestingly, China has become an important market for quality assurance services. In addition, there are issues such as sustainability and corporate social responsibility which boost demand. If, for example, a major customer has his suppliers audited by Intertek, such a project often runs for years.

How do you assess promotional products in terms of safety and quality?

In principle, promotional products are branded consumer goods. Therefore, they are subject to the same rules that apply to consumer goods. The responsible businessman has to ensure that only promotional products that comply with legal requirements are put on the market. The rules are thus quite clear. I know lots of PSI companies that take their responsibilities seriously and sincerely care about the safety and quality of their products. However, in the case of some companies, I am beginning to wonder whether they know what they are doing: conversations, behaviour,

Increasing change in awareness

Companies can no longer be indifferent to how they are perceived. Public opinion, NGOs such as Greenpeace, the press and legislators have long adopted the topics of product safety, quality, fitness for purpose and social responsibility. The consumer goods industry is setting standards in more and more areas that to some extent already integrate quite high quality criteria. A quality-conscious consumer clientele has evolved, and the change in awareness is also enhanced by organic and sustainable considerations. Recipients of promotional products are primarily consumers and even transmit their demand for quality to products they have received for free: In the case of promotional products, function, design, durability, material and safety have to meet the recipient's expectations.

Quality enhances image

According to the GWW Promotional Product Monitor in 2016, 85 per cent of advertising companies use a promotional product because they assume that the recipient will use the product often and for a long time, and they can

continued on page 37 >>

continued on page 36 >>

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as well as missing documents suggest that quality assurance is largely ignored. In this case, the marketplace will certainly regulate itself in the near future. Those companies that include quality assurance as an integral part of their corporate philosophy will survive.

How do you see the future of the promotional product industry?

In principle, I am optimistic about the promotional and merchandising product, just as the studies of PSI and GWW mostly assume positive developments in the industry. However, large advertising companies have a “zero tolerance philosophy”: They do a lot to avoid putting any defective or hazardous products onto the market, and therefore have a particularly critical view of promotional products. The potential threat of damaging their own brand is seen in promotional products.

What do internationally operating advertisers need to consider?

Promotional products of large, globally operating customers go all over the world, so they must also satisfy the legal requirements of the respective sales regions. Those who use or sell promotional products in the USA or China naturally have to be aware that they must comply with the local legal requirements. No product is excluded. Complying with EU requirements is not sufficient if the products are to be sold globally. The authorities at home and abroad are increasingly focussing on promotional products. Those who do not sufficiently care about issues of quality assurance will suffer as a result. In this case, the marketplace will certainly regulate itself.

How can Intertek support PSI members?

We can support the promotional product industry in many areas with our A-T-I-C approach (Assurance, Testing, Inspection, Certification) and develop pragmatic, customised solutions, both for major companies as well as for medium-sized companies and their suppliers. We speak to all parties involved in the value-added chain of promotional products, know the respective concerns, needs and wishes. Our goal is to represent the interests of our customers and to support the promotional product industry in attaining sustainable growth – taking into account the applicable legal framework. Intertek naturally has the great advantage of operating internationally. We advise companies not only in Europe but worldwide. Intertek currently has around 41,000 employees at over 1,000 locations. 10 years ago we had 26,000 employees worldwide – the demand for our services in the area of quality assurance

measures is growing tremendously. Our customers come from all branches of industry, and the promotional product industry can also benefit from our experience. Specifically, we will offer workshops in the future in cooperation with PSI, and an e-mail hotline is also planned.

Given countless food scandals, product warnings and recalls, consumers are now quite insecure. Therefore, in closing, allow me to ask you a personal question: As a quality assurance expert, where do you buy things?

As an ordinary consumer, I purchase from traders in my neighbourhood, particularly regional products that are offered here very fresh. Of course, we also buy our food and consumer goods at discount stores or supermarkets. My advantage is I know the quality assurance concepts of many companies, whether it be food or non-food. Often I also personally know the persons responsible and am convinced of their sincerity in wanting to offer only good and safe products on the market.

Are there products or companies you do not trust?

Yes, there are, also in Germany. There have been times when German companies falsified Intertek test reports by making a “PASS” out of a “FAIL” and then sold the product. We have already rejected cooperating with certain companies because we were not convinced of their quality management concept.

What should a consumer beware of?

Personally, I avoid buying fake or dubious goods at any markets, bazaars or ethnic supermarkets at home and abroad. There is indeed a reason why the price of such products is surprisingly low: Inferior raw materials, poor workmanship, toxins in the paint are just a few negative aspects in this context. At some supermarkets, a glance at the freezer is sufficient to be put off. I also see a danger in online trading. It is not always clear from which sources the products originate. It is certainly best to buy from well-known, accessible and reputable companies.

Contact

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Quality and risk management Introductory questions for companies

_ Which target group do I want to reach, who is the principal?

_ What quality requirements does my target group / my principal have?

_ What legal provisions apply in the target market?

_ Do I know the legal provisions?

_ What quality requirements do I impose on my product?

_ Can my supplier / manufacturer supply a defined quantity and product quality within a given time?

_ Is my supplier capable at all of delivering the defined product quality?

Under what conditions is my product made?

_ Does the favourable price result from the neglect of social factors (employees, environment)?

_ Does the favourable price result from the neglect of product safety and quality?

_ Is my company, my order size, my batch size attractive at all for my manufacturer / supplier, and is my supplier willing to accept my quality standards? (or am I unattractive as a small customer)?

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therefore achieve a lasting promotional effect. It is only logical then that this assumption may only prove true if the products have a reasonable durability and function flawlessly. 57 per cent of respondents even believe that the good quality of a promotional product carries over to the customer's perception of the products and services of the advertising company. Companies thus choose promotional products primarily because of their lasting impact

on image and awareness, whereby quality is a crucial parameter. The importance of the factors product safety and quality can be supposed considering the quantities involved, for example, in the international merchandising range of major customers, such as the car industry, or in the sports sector. Here, the products that our industry provides are not only an emotional component of brand loyalty, but the basis of a business segment that should not be underestimated. It is here that the relevance of quality management reaches a completely different dimension.

Global challenge

For globally operating companies which sell their products worldwide, it is of course a great challenge to adjust their promotional and merchandising products to the local legislation of the sales regions and to identify suppliers who can supply suitable products. In the past, it was sufficient to comply with the legal requirements of the EU. With the opening up of further markets, that is no longer enough. Test reports and certificates which confirm EU-conformity are not sufficient for authorities in the USA or China; even packaging and care instructions for textiles must be adapted to local requirements. These issues will also be addressed in our series.

<

Quality assurance is worthwhile

The development and implementation of a quality assurance concept is not rocket science and need not be an expensive undertaking. In the beginning, of course, you have to invest time and energy and naturally there are also additional costs that arise. However, unlike recall costs, fines and loss of customers due to defective products, they can be calculated and are deductible. The quintessence of quality management is to set quality objectives and to implement activities and tools that allow the verification and implementation of quality objectives.



Festivals and Events



When many are happy together, it is time to celebrate. After all, **festivals** are the icing on the cake of life. We are presenting **products** which one can look forward to on any festive occasion.

Advent surprises

The small XS advent calendar from Jung is filled with 24 crispy Brandt Knusperkugel and provides great advertising appeal even for small budgets. The handy count-downer in a cardboard covering comes at the price of around one euro. Printed cheaply in four colours, this calendar is available on orders of 330 or more. A brand-name product that has proved its worth as a trusted, likeable giveaway, and can also be used as a mailing enhancer or Christmas card that arrives as early as 1 December.



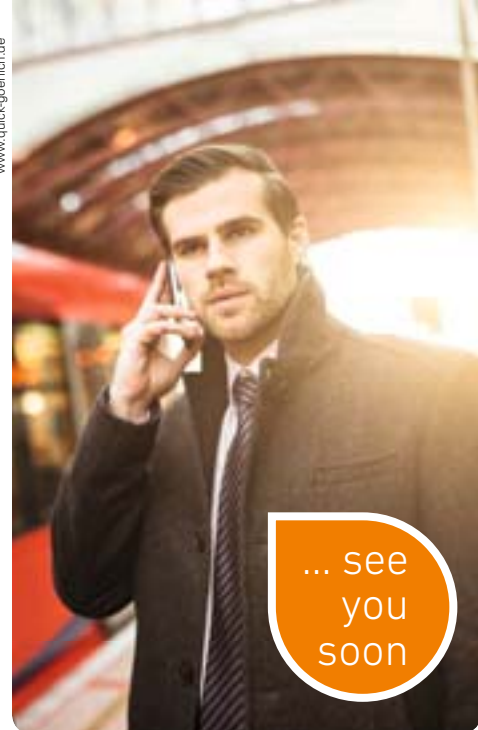
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www.jung-europe.de
<https://www.psiproductfinder.de/mtq3ot>

Compact mini spotlight

Metmaxx® LEDMegaBeam PocketUltraPower from the Spranz product range is a power plant on a key chain. It features a strong point cone light in an extremely compact lamp. This splash-proof product has an elegant aluminium body. Batteries are included. LEDMegaBeam comes to the customer in a design box. More items with this theme or others are listed in the catalogue of the current Spranz collection.



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Festive porcelain

Ideal for use at an event is the table place card holder set made of fine porcelain from Alessi. These bell-shaped place card holders can ring softly and thus announce a speech or a toast. The product, designed by Marcel Wanders, measures 5.3 centimetres in height and 4.8 centimetres in diameter. Also available is the Model MW40 7 Star bell intended to serve as Christmas decoration, an enchanting pendant measuring 8.5 centimetres high by 7.2 centimetres in diameter.

Palm for culinary excellence

The Palmblatt tableware from Bionatic is robust, high-quality disposable tableware but still a natural product that is completely biodegradable. Each piece is one of a kind thanks to its unique grain, ecological and decorative, pressed from the leaves of the Areca palm and does without coating, adhesive or other additives. Special shapes or logo embossing can be had on orders of 7,500 or more. These food-safe items are ideal for events and as the perfect complement in bundles on the theme of BBQ, grill, urban food and modern cuisine.



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Steady mug solution

The Mug Suction Cup from Dragon Gifts shows itself to be unusual and creative. This attractive drinking vessel cannot be easily upset, after all, the Mug Suction Cup can be securely attached to almost any smooth surface by means of its suction cup. So this cup will not fall off the table if a gesturing hand should brush against it. A cute, smart solution for the workplace.

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Cool summer look

The Atlanta sunglasses from Easy Gifts are ideal for festivals and events. Made of plastic, this summer item has UV 400 certified lenses and can be turned into a real attention grabber by means of pad printing. The print position is located at the right or left on the side of the frame. They come individually packed in plastic bags.



PSI 40909 • Macma Werbeartikel oHG
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Big party sellers

Lanyards with a loop for mobile phones and smartphones, available from Macma, have always been among the big sellers in connection with festivals and events. These lanyards made in Nuremberg are designed with a snap hook and key ring. In addition, they feature a safety or panic bolt. The lanyard is printed on the plastic portion.



PSI 49773 • MuffinFactory GmbH
Tel +49 800 6646889
hello@mnfy.co • www.muffinfactory.de
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Traditional baker's craft

The organic StollenMuffins from MuffinFactory get by without flavour enhancers and raising agent, but still offer an undiluted flavour and come entirely from organic farms. The StollenMuffins come in boxes of one or four, upon request with a logo of their own, and are made from select ingredients, such as butter, almonds, rum and raisins – that is to say, everything associated with the taste of the advent and Christmas season. Thanks to the banderole, the package can be individualized at low cost even on orders for small quantities.



Go for the bottle

The oversized Plopp bottle cap from Koziol lies well and secure in the hand thanks to its size and its corrugated edge. Thanks to its heavy, tough, as well as unbreakable plastic material, Plopp effortlessly opens bottle caps on soda and beer. This makes Plopp, which has a prominent printing space on its top, into a perfect, reliable men's tool. It is printed in one to four colours. The hole in its edge lets you hang it up right next to the case of beer or the refrigerator.



Threefold promotional effect

Whether it be at trade shows or events – even small give-aways can beat the publicity drum. For such occasions, an individually printed pencil from Reidinger is the perfect choice. The company Reidinger also offers a practical 3-in-1 package in addition to the pen. Thanks to the transparent envelope, inserts and pens are clearly identifiable. A business card from the contact person in the extra pocket on the front completes the overall picture.



Die Handschrift der Werbung

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Raise your cups

The extensive range of high-quality plastic mugs from Adoma complements the classic 0.5 litre beer stein in top solid design and makes the impression of glass. This drinking vessel can be used on trips, for Oktoberfest parties, and other events. The half-litre Isar tankard with its classic design is made entirely in Germany, is food safe, dishwasher safe, and can be individually printed in up to five colours.



PSI 45974 • Multiflower GmbH
Tel +49 6223 86656-0
wilken@multiflower.de • www.multiflower.de
<https://www.psiproductfinder.de/nzq2zj>

Relaxed dreams in the bath

The Natur-Bag from Multiflower provides relaxed wellness in the bathtub, especially during the cold season, with 100 grams of bath salts with the aroma of oranges. On orders of 250 or more, you have a choice of a 40 by 60 millimetre promotional print on the standard motif or an individual design of the header measuring 42 by 160 millimetres.



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Delicious multi-advertising solution

One of the highlights in the Jung Christmas range is the tower advent calendar with five advertising spaces, filled with 24 Ritter Sport Quadrettis that can be taken from all four sides of the tower, which can be individually printed over its entire surface. Along with strong brand-name chocolate and an impressive size, another product advantage is that it can also be used as gift wrap. This is because there is sufficient space in the middle of the tower to enclose another present or gadget with a festive message for the target group as an "add-on".

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Bubbling summer

Pustefix bubbles – available as a promotional product from Success – are just as much a part of summer as a scoop of ice cream, and make the most beautiful days of the year even more colourful and wonderful. Fun is always guaranteed with the iconic bubbles. The wide array of bubble games goes perfectly with the planned summer festival or the next barbecue, and make any outdoor event a memorable one. Whether it be small production runs from 50 units with a customised print motif or an individually tailored promotional project, the specialists at Success always have the right offer. Simply call them or send them an e-mail, explain your wishes and seek advice.



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Tel +43 463 26468810
office@samoa-regenponchos.at
www.samoa-regenponchos.at
<https://www.psiproductfinder.de/mtvlmz>

Giveaway with a clear conscience

The organic rain ponchos from Samoa Regenponchos not only keeps you dry at any outdoor activity, but also keeps your conscience clear. It not only protects against rain, but is also a sustainable, environmentally compatible, breathable alternative to the usual disposable plastic ponchos made of conventional polyethylene. The Samoa organic rain poncho is made of certified bioplastics, produced using corn starch, a renewable raw material. It is fully biodegradable and compostable, and can be printed in up to eight colours and dyed in Pantone colours. The standard organic poncho comes packed in a sealed cover made of the same material. This cover can also be printed or enhanced with an inlay made of recycled paper. Orders placed at short notice can also be executed, as unprinted stock provided with a printed banderole or sticker made of recycled paper can be delivered within a few days.



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Tel +49 7042 907-0
zentrale@jung-europe.de
www.jung-europe.de
<https://www.psiproductfinder.de/mtq3ot>

Compact promotional snacks

Sweet goods specialist Jung has a large number of customizable ideas of offer for occasions such as Oktoberfests and other festivals: pretzel balls in a tetrahedron with three advertising spaces, the snack roll with an all-round promotional sleeve, or the midi bag with salted snacks. All these products can be used to best advantage at trade shows or open houses, as a mailing insert, or as an employee giveaway at company parties. Many more ideas are listed in the current catalogue or at www.jung-europe.de.



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www.kalfany-suesse-werbung.de
<https://www.psiproductfinder.de/nty5nt>

Quiz calendar

At first glance, you would expect an advent calendar. But that is not the case at all with the new big seller from Kalfany. Behind the 32 little doors of the quiz calendar are chocolate letters that complete the word puzzle on the back of the calendar after 32 days. So it is best to give the calendar 32 days before the event – including countdown, riddle fun, and sweet contents to make the waiting time go by faster.



3802 Adventskalender Christmas Tree



3641 Adventskalender Christmas Tree



3734 Adventskalender Premium



3828 Tisch-Adventskalender Winter

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sales@global-player-marketing.com
www.global-player-marketing.com
<https://www.psiproductfinder.de/mti1ng>

Clever belt assistant

Global Player Marketing is presenting a world's first: the Beltbuddy, a belt assistant without softeners or other hazardous materials, that can be used as a heat and cold resistant giveaway at events. BeltBuddy makes it much easier to buckle up and prevents the belt from twisting. This accessory can easily be put on the belt and increases safety. Advertising can be printed on it in ten standard or special colours. The instructions come as a banderole, strip or hangtag, and can be individually branded.



PSI 46051 • Reda a.s.
Tel +420 548 131125
b2bsales@reda.cz • www.reda.info
<https://www.psiproductfinder.de/yzg0od>

William's joy of wine

The three-piece William wine accessory set from Reda in the Czech Republic ennobles every party with friends as well as professional events. The set consists of a corkscrew made of metal and two bottle stoppers, also made of metal. The trio comes securely embedded in an attractive wooden box decorated with a silver banderole. Advertising can be screen printed on the top of the box, and on the corkscrew by means of printing or laser engraving.



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<https://www.psiproductfinder.de/nty5nt>

- ADVERT -

Pocket organizer

Probably the smallest event calendar in the world can be had from Kalfany Süße Werbung and will soon take up a reserved seat in the handbag. This sweet mini calendar, which counts the 24 days before a certain event, such as an anniversary, open-for-business Sunday, or a grand opening, advertises the celebration on its bubble wrap and sweetens the waiting period with 24 colourful chocolate beans or the same number of Pullmoll throat lozenges.

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weborders@nl.pfconcept.com
www.pfconcept.com
<https://www.psiproductfinder.de/owi4zg>

Fashionable companion

A sports accessory is now socially trendy: Gym bags are the trendsetters among bags. They serve as a perfect companion in town, during leisure activities and at festivals and events. And when individually branded, they are ideal as stylish goodie bags at events. The Oriole Premium Backpack from PF Concept in the Gym Bag style is available in 16 vivid colours and can be individually finished, for example by transfer. Made of robust, washable polyester, the small space wonder combines the comfort of a backpack with a trendy sports bag look.



PSI 48078
Wera Werk Hermann Werner GmbH & Co. KG
Tel +49 202 4045144
matuschek@wera.de • www.wera.de
<https://www.psiproductfinder.de/mwy3zw>

Get to the source

This Christmas, Wera recommends gifting its bottle opener with six extra tools and multicomponent handle for especially ergonomic screwing. The six screw bits are hidden in the handle and come out at the touch of a button. This compact tool also works with the most common types of screws. On orders of 100 or more, Wera will provide its tool with a customized printed logo and also supply it in high-quality gift packaging upon request.

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Open sesame

Circus, a stainless steel bottle opener available from Troika, is almost too beautiful to hide in the cutlery drawer. Polished to a shine and silver in colour, Circus simply cuts a good figure everywhere: on the desk, the shelf, or next to the coffee machine. And of course, in the hand of the user, where it can effortlessly fulfil its intended purpose – opening bottles.



PSI 42907 • Inspirion GmbH
 Tel +49 421 52270
 info@inspirion.eu • www.inspiration.eu
<https://www.psiproductfinder.de/ndbmj>

For night owls

Night owls will love the illuminous "Festival" wristband from Inspiron. This wristband not only strengthens the feeling of being part of a group at festivals, concerts, sporting events or corporate events, it also provides for atmospheric light thanks to its integrated lamp. Equipped with three LEDs, the luminous wristband features two lighting modes (continuous and flashing). Moreover, the milky white wristband glows all by itself thanks to its phosphorescent properties in the dark. The silicone wristband is available in four colour combinations. Batteries are included.

Romantic circumstances

A set consisting of tealight tongs and candle snuffer with the promising name of Romance can be ordered starting now from reeko design under order number 10077-0. The peaceful season is, after all, getting closer and closer and thus also the prime time for atmospheric decoration with candles. This practical set not only contains tealight tongs, but also a candle snuffer made of stainless steel and kept in the compact size of 24 by 12.5 by 4 centimetres. It comes individually wrapped in black.



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<https://www.psiproductfinder.de/mjgxnz>



Sit down to an eye-catcher

The stylish table films from JH Innovations are eye-catchers at any event, trade show or company party. The fresh motifs can be used to pep up the party tent furnishings, for instance, and provide for variety – giving tables and benches a professional, attention-grabbing appearance in one's own corporate design. Thanks to their huge advertising space, the table films can also be used privately, printed not only with thematic motifs, but also with board games, poker tables, and the like. Printing for all formats can be done in one to four colours.



SEATING AT FESTIVALS AND EVENTS

THE PLACEMENT CARD WITH THE
CITY DUCK.



www.mbw.sh



Super-light party animals

The light Tube Sticks, LED foam sticks with various lighting and flashing functions, are a real highlight at any event. The sticks come in several sizes and can be customized in full colour over their entire area by means of shrink film. In addition, the LED colours can be varied as needed. In-stock items are available for goods required at short notice and smaller quantities, although the desired advertising is then applied by means of a sticker for technical reasons.



Cool carafes

The shapely, hand-blown Flow Bottle and Flow Classic glass carafes from Emsa, with an integrated cooling element in the stainless steel tea warmer, keep water, juice, iced tea, wellness drinks, or wine reliably cold without watering them down. The cooling element is simply kept in the freezer compartment and inserted into the carafe base when needed. The glass carafe fits in all common refrigerator doors. What is more, the convenient server spout guarantees non-drip pouring and perfectly protects the contents thanks to its automatic seal.

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<https://www.psiproductfinder.de/mzu5yz>

Hand care for travelling

The hygienic hand cleansing gel with aloe vera from Kundenpflege is made in Germany, cleans the hands thoroughly and is very practical for trips, in the office or at home. After it has been used without water, hands and skin feel fresh, soft and smooth. The contents have been dermatologically tested and are free of parabens. The standard offer from Kundenpflege is the care tube in sizes from 20 to 50 millilitres ex warehouse. Printing is possible on orders of 100 or more.



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Labelled chocolate coins

Stereo Holland is presenting a new product: chocolate coins with customized labels in various sizes. The chocolate coins are the best possible giveaway at company parties, anniversaries or private festivities. The sticker can be printed in four colours and offers an ideal graphic advertising space. Not only company logos, but also photos of the company employees celebrating anniversaries can be used. The minimum order quantity is 60.

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Tel +49 2234 9908-460
rk@kms.eu • www.kms.eu
<https://www.psiproductfinder.de/nzezmw>

Cool thirst-quencher

The Heju Can Powerbank with a capacity of 6000 mAh from KMS Kafitz is made to look like a beverage can, and the gloss effect of its brilliant colours, thanks to water transfer printing, provide for an attractive appearance. This method of printing enables every pattern, picture or character font to be printed over the entire surface of the Powerbank. The USB port for the charging cable is hidden under the tab of the small 104 by 52 millimetre power can.



PSI 49778 • SCS Group
Tel +7 495 5043694
promo@scsg.ru • promo.scsg.ru
<https://www.psiproductfinder.de/zmfmdz>

Impressive tree decoration

The glass tree ornaments from SCS provide for an especially festive mood at Christmastime. These spherical Christmas tree ornaments have an LED light inside that can change from red to blue to green. The product comes in various designs and can be customized for promotional purposes by having a logo, for instance, printed on the ornaments.



PSI 45666 • Halfar System GmbH
Tel +49 521 98244-0
info@halfar.com • www.halfar.com
<https://www.psiproductfinder.de/ntytyj>

Universal advertising messenger

The Universal bag from Halfar promotes all products that need not be hidden at festivals, trade shows, in pedestrian zones, or shopping malls. Because it is transparent, the Universal, which can be customized with a logo, functions as a moving shop window and makes the objects of desire directly visible. Also ideal for handing over products. Thanks to its adjustable, padded shoulder strap, it is also comfortable to carry. Apart from a double bottom and reinforced lateral piping, the edging strips of the Velcro flap ensure the bag is sturdy.



PSI 41990 • Joytex GmbH & Co. KG
Tel +49 2872 95060
info@joytex.de • www.joytex.de
<https://www.psiproductfinder.de/zjfjmz>

Attached advertising medium

Promotional bags for festivals and events can be had from Joytex. Among the big sellers are the popular shoulder bags made of PP non-woven material, perfect for universities and featuring enough space for brochures, documents or the like. Thanks to their long handles, the bags can be comfortably carried over the shoulder. According to Joytex, short-term delivery is possible since all bags have been printed in the in-house screen printing shop in four colours for the past thirty years.

Classic promotional mix

Apart from the classics – pins, lanyards, key chain pendants or shopping cart chips – to be used at trade shows, meetings, cultural or sporting events, Pins & mehr also has the Original Triggi®, which can be used as a customer loyalty tool as Triggi®plus. The best implementation of this advertising motif is ensured by the many years of experience and the all-round service of Pins & mehr. This Bavaria-based company also makes individual promotional and merchandising items to order.



PSI 46925 • Pins & mehr GmbH & Co. KG
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RemaDays 2017

Festival for advertising and printing

From 15 to 17 February 2017, the RemaDays Warsaw will be taking place at Ptak Warsaw Expo in Warsaw Nadarzyn. The international advertising and printing trade show will be opening its doors for the 13th time. During the three days, visitors from all over Europe will see the latest in promotional products, printing and finishing. The RemaDays has always occupied a firm place in the international calendar of events. 770 exhibitors from 20 countries attended the last trade show. According to the organizer, this represents an increase of 33 per cent over the previous year. The organizer also reported a growth of 15 per cent among visitors: by his own account, a record result was achieved with 19,000 visitors. During the RemaDays, visitors have the opportunity to meet a lot of suppliers and exporters. The exhibitors in turn have the chance to gain new international customers. www.remadays.com

BelgoSweet cooperates with Godiva

BelgoSweet, the specialist in Belgian chocolates and personalised confectionery, has entered into a co-operation with Godiva, the long-standing market leader for Belgian premium chocolates. Founded in 1926, Godiva offers its products of Belgian chocolate brands in around 600 branches and more than 100 countries worldwide. To meet the growing demand for personalised promotional confectionery, BelgoSweet has chosen Godiva as a privileged partner. Headquartered near Brussels, BelgoSweet boasts over 25 years of experience as a specialist in Belgian chocolates and personalised confectionery. In future, customers will benefit from the image and the high quality of Godiva chocolates that are also now available customised at BelgoSweet.

Contact: Tel. +32 2 3515555. www.belgosweet.be

BelgoSweet



Rastal

Official mug for 2016 Oktoberfest

Collectors and lovers of the official Oktoberfest mug have something special to look forward to: The city of Munich has again brought out a magnificent mug for the 2016 Oktoberfest. The official 2016 Oktoberfest mug combines old traditions. This year, the traditional piece will be pink-coloured and feature a red Ferris wheel, a blue pretzel, a gingerbread heart, a litre glass of beer and cheerful Oktoberfest visitors in costume. The leitmotif was designed by two students of the Munich Design School, Linda Sophia Schultheis and Susanna Schneider. Only the official Oktoberfest mug bears the annually changing poster motif. The mug is handmade in limited edition by Rastal, the glass experts from Höhr-Grenzhausen (Germany) for the largest festival in the world. The mug will be available in the tents, at the usual sales outlets and at the Rastal factory sales outlet Münchner Oktoberfest. www.rastal.com

**Acar Europe**

Patrick Döring to leave at the end of 2016

Patrick Döring, managing director of Acar Europe GmbH, will be leaving the notebook and calendar manufacturer at the end of December 2016 to take up a new position in the industry. "Following the successful setup of Acar Europe GmbH and the firm establishment of the company as a supplier, I have decided to take on a new challenge as of January 2017. The last 6 years have been very exciting, interesting and varied. I am therefore leaving at the end of the year with mixed feelings, and also with great anticipation of the PSI 2017. I wish my 'baby' Acar Europe all the best for a continued successful future," says Patrick Döring. He will continue to act as managing director of the company until the end of 2016 and ensure that customers continue to receive optimum support and that there will be a well-organised transition in 2017. www.acar-europe.de

CSR professional hired

Greta Sommer will be joining Giving Europe in the function of Product Compliance & CSR professional, as of September 1st. With a number of years of experience in the field of sustainability through working at BSCI, Business Social Compliance Initiative, she is now ready for the next step in her career. www.givingeurope.com

**Giving Europe**

New in Customer Care

Michele-Kristin Gärtner successfully passed her final exam to become an office management clerk last July. She will henceforth strengthen the Mid Ocean team in Koblenz with her know-how and commitment. In Customer Care, she is now responsible for customers in Germany and Austria. www.midoceanbrands.com

**Mid Ocean Germany**

Clever and practical solutions in bags

Black Hill cares about the environment today and for future generations. Green Line collection products are designed and produced according to REACH current environmental requirements. This applies before, during and after use, therefore less damaging to the environment, as well as to the people involved in the production process. Environmental matters is a rapidly growing issue among people as well as companies. Black Hill is well ahead in this issue and has the perfect product solutions for every one concerned. Black Hill is a Swedish brand with more than 30 years in the market working mainly in high quality office and leisure bags at competitive prices to dealers up to the end customer. Long experience in producing bags and headwear and using always the latest high-quality and trendy materials the market has to offer. Functional, stylish and comfortable products and setting the customer's needs as a priority is the company's main focus, this regarding stock or special designed trading products. Furthermore, specialized and experienced staff will always give a personalized and first quality service to all matters. Black Hill have an extensive knowledge in special designed products www.blackhill.eu

**Black Hill**

Different country, different customs. Different countries, different attitude to promotional products? Or do they bond people together because they have the same significance everywhere? After having presented studies of industry associations in France, Poland, and Ukraine, it is now up to Sweden.

The Swedish promotional products market

Divided response in the far north



Promotional products do not fail in their effect in Sweden, either. This is the conclusion reached by a study commissioned by the Swedish promotional products association SBPR. Here 85 percent of those surveyed stated that they had received a promotional product that still stuck in their memory. So promotional products are one of the advertising tactics that leave a positive impression with their recipients in the far north, as well. One-third of all those surveyed indicated that they generally had a (very or quite) positive attitude to promotional products. Compared to other advertising channels, this is a good “outcome”, as the study puts it. Only cinemas can promise a stronger advertising impact in Sweden.

Promotional products have to be of benefit

What is important to the Swedes is that promotional products are of benefit. Four out of five of those surveyed mentioned this argument when asked which characteristics of a promotional product they considered to be significant.

This was important to 70 percent, after all, while 63 percent attached great importance to the design. Aspects related to uniqueness, the point in time at which a recipient received a product, and the giver of the promotional gift were of less significance when it comes to the positive impression of promotional products.

Image-enhancing effect

For 31 percent of the Swedish recipients surveyed, promotional products helped give them a positive attitude to a brand. Only four percent were negatively impacted by receiving a promotional product. However, more than half (58 percent) did not feel influenced one way or the other. An interesting observation is that a different significance was imputed to the role of promotional products with regard to their influence on decisions. While a good third (29 percent) admitted that promotional products – together with TV commercials – were best suited to shape a brand and form its image, only 13 percent felt influenced by promotional products in their purchasing decisions. This discrepancy is that much more remarkable in light of the fact that it is not as severe for any other advertising medium. In brief, they took first place in branding, but came in fourth with regard to buyer decision-making. Thus promotional products came in behind TV commercials and newspaper ads (20 percent each), as well as advertising in magazines (18 percent). What is astounding in this connection is that Internet advertising only convinced a paltry one in ten of those surveyed.

Promotional products as daily companion

The study not only showed that most of those surveyed have already received a promotional product, but 30 per-



cent stated that they used promotional products every day. Ballpoint pens were mentioned predominantly in this context. However, the study not only emphasized daily use, but also average weekly and monthly use. While ballpoint pens had a clear lead in all three periods under investigation (daily use 29 percent, weekly 57 percent, monthly 72 percent), the products next in line – cups and T-shirts – exhibited varying developments. Printed cups came out ahead in the assessment of daily (eight percent) and weekly (seventeen percent) use (by comparison: the figures for T-shirts were four and thirteen percent, respectively), a glance at the monthly analysis shows that T-shirts were worn slightly more often (28 percent) than cups were used (27 percent). In this connection, it is no surprise that a good third of those surveyed (30 percent) had a rather positive attitude to the companies and brands that handed out promotional products. What is much more remarkable, however, is that a mere four percent gave a more negative assessment to companies and brands that gave away promotional products.

Nearly half of those surveyed stated that they usually kept promotional products. Every fourth person who showed interest would like to receive promotional products more often. This is primarily the age group up to 34 years. Surprisingly, however, the study found that this group was least likely to consider using a promotional product.

Women show less interest

The study also makes it quite clear who considers using a promotional product at all, identifying in this context four key groups:

Enthusied/convincing users: This group uses promotional products to a great degree and also has a positive attitude toward them. This group consists primarily of young men.

Potential users: This group also has a positive basic attitude to promotional products, but tends to use them less frequently. This group is represented mainly by the middle-aged.

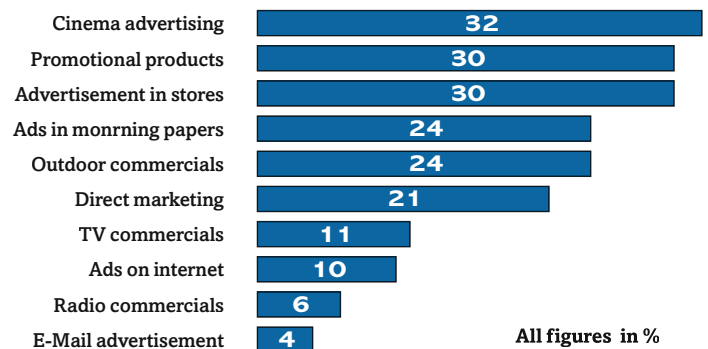
The unfaithful: The group of the unfaithful is rather the reverse of the group of potential users. They make extensive use of promotional products, but are surprisingly critical of this form of advertising. This group turned out to comprise more young and middle-aged men.

The unimpressed: Little use – little connection. This is the essence of the group of the unimpressed, in which primarily seniors and women are found.

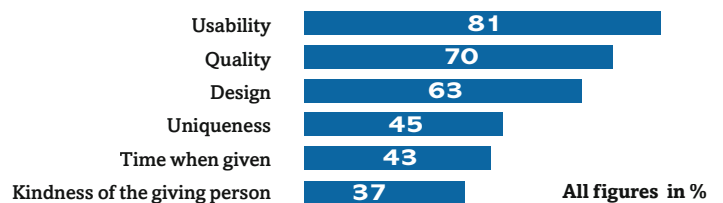
The definition of the groups brought an astonishing insight to light that seems to differentiate Swedes from other countries: men have a generally more positive attitude to promotional products than women.

The Swedish promotional products association SBPR (Svenska Branschföreningen Profil- och reklamartiklar) commissioned a study to investigate the significance of promotional products as a means of communication and bearer of advertising messages. The interviews with 2,309 women and men of all ages and social classes were conducted by the Swedish market research institute TNS Sifo as part of an online survey.

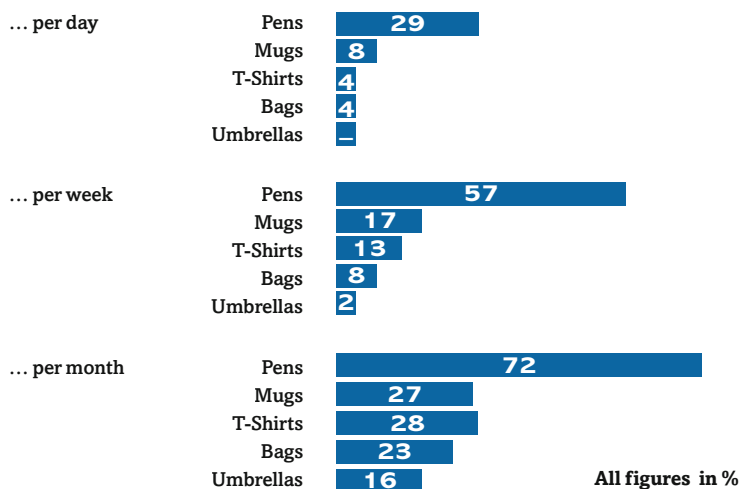
Towards which advertising carrying media do you have a positive attitude?



What is important for you in connection with promotional products?



Usage of promotional products ...





The creative minds in the industry have long discovered that advertising can be successful when combined with **fresh air**. **Outdoor**, our senses are particularly receptive – even when it comes to **advertising messages**, if they are fashionable.

Individual toe

ABER textile+design knits footwear completely to suit customer requirements. That is corporate fashion to the tip of the toe. From 50 pairs, logos and designs can be knitted directly into socks and sneakers during production. A mixture of finest cotton, polyamide and elastane according to the Oeko-Tex standard is exclusively used. Besides business socks, ABER textile-design also supplies footwear with fleece soles, non-slip studs as well as baby and children's socks. Besides individual embroidery, advertising can be attached on top labels or banderoles.



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kirsten.dreyer@aber-design.de
www.aber-textil-design.de
<https://www.psiproductfinder.de/yzfjzt>

Goodbye hibernation

Sports fans are perfectly prepared for any season with the action looks from James & Nicholson and Myrtle Beach from Daiber. Motorcyclists can supplement their year-round biker apparel from James & Nicholson with matching jackets with an extra-long back and warm fleece for winter. Practical ski pants from the assortment of the Baden-Württemberg-based company can be mixed again and again with the great variety of jackets and accessories. This gives rise to new styles for ski and snowboard action, but also for après ski and leisurely walks.



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Urban storage space

Teams can be stylishly outfitted with Fashion, the attractively designed notebook backpack from Halfar. The backpack is made of an almost textile-like, textured non-slip two-tone fabric and features a cushioned compartment for laptops. It also offers plenty of space for documents and small everyday items. Stylistically the bag remains faithful to the trolley messenger case with its cool look, appearing exquisite and urban thanks to its material and design.



PSI 45666 • Halfar System GmbH
Tel +49 521 98244-0
info@halfar.com • www.halfar.com
<https://www.psiproductfinder.de/ntyjy>

Professional and perfect

We are not only a manufacturer of sweatshirts, we invented the sweatshirt – this is what Russell says about itself. Authentic Sweats from Russell offer the perfect combination of essential features for anyone who is looking for the optimal sweatshirt collection for team apparel: soft and fluffy, a modern design, ideal for printing suitable materials and a wide range of colours. Russell uses a three-layer material for Authentic Sweats – this offers comfort and warmth, volume and the optimum conditions for printing logos and team badges. Authentic sweatshirts (262M) are available in 13 colours and in sizes XS-3XL. Authentic Hooded Sweats (265M/F) and Authentic Zipped Hooded Sweats (266M/F) are the best choice for every season. They offer a double-layered hood and cable routing for headphones. These two models are available in 10 colours and in sizes XS to 3XL for men and XS to XL for women.



PSI 42743
Russell Europe c/o FOL International GmbH
Tel +49 631 3531328
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Bring light into darkness

Krüger & Gregoriades has launched the Lichtkraft LED Head Lamp, a plastic splash-proof and weather-resistant evergreen among promotional products. The stylish lamp with a high-quality finish features a size-adjustable head strap and a zoom function with a range of up to 150 metres. Boasting an average operational time of about 40,000 hours and an output of 160 lumens and a three-way function, the product is delivered to the customer in a gift box. Batteries are included. The packaging unit is 100 pieces.

PSI 47203 • Krüger & Gregoriades
Im- & Export GmbH
Tel +49 40 731021-80
info@kg-hamburg.de • www.kg-hamburg.de
<https://www.psiproductfinder.de/nzuzmd>



Extended offer

Quality counts – that is certainly true for Fruit of the Loom sweatshirts and polo shirts as well as for the new Performance Polo, the perfect polo shirt for the workplace this season. The brand offers two sweatshirt collections suitable for everyday work: Classic and Premium with a slightly higher polyester content. On offer, of course, are various sweatshirt styles such as raglan, set-in and hooded sweatshirts as well as sweatshirt jackets, sweatshirts with zip and jogging pants, all of which are perfect for sports and leisure and as clothing for outdoor work. Whatever the customer is looking for, Fruit of the Loom has sweatshirts for any occasion this winter season with 46 styles in 22 great colours. The range also includes three polo collections that are equally suitable for work and leisure: The Premium Polo, the 65/35 Polo and for 2016, the new Performance Polo. Fruit of the Loom sweatshirts and polos offer unbeatable quality and optimum printability. Their production complies with the highest ethical standards.



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Maritime performance

The attractive duffle bags from Igro create a joyful anticipation of the next seaside holiday and are available in the colour combinations marine-natural and red-natural. The maritime retro backpacks are made entirely of pure, environmentally friendly cotton and are also suitable for sports, shopping or hiking at the weekend. They can be worn casually over the shoulder or traditionally as a backpack. And the large outside pocket with safety flap provides plenty of space for mobile phones or documents. The duffel bags are closed with an attractive thick drawcord.



PSI 40940 • Igro GmbH
Tel +49 6432 9142-0
info@igro.com • www.igro.com
<https://www.psiproductfinder.de/nzhlng>

Keeping pace with the times

The Heju Beat smart watch from KMS Kafitz Medienservice ensures you always keep pace with the times: The casual smart watch for fitness, business and everyday life shows incoming calls and messages. And in conjunction with the Zeroner Health app, Heju Beat tracks activities in 24 sports, counts steps, measures calories burned and documents sleep quality. The large display with an advertising area of ten by ten millimetres can be individualised by using screen/pad printing or laser engraving. The bracelet is made of anti-allergenic CPU.



PSI 48108 • KMS Kafitz Medienservice GmbH
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www.kaiserstuhl-chocolaterie.de

Superlight weather protection

The ultra-lightweight, waterproof windbreaker made entirely of nylon by the Russian company SCS defies almost all weather conditions and is very comfortable to wear thanks to its light weight. It is intended for everyone who loves the outdoors, whether it be on a mountain bike, climbing or walking. The jacket can be conveniently stored in one of the zipped pockets.



PSI 49778 • SCS Group
Tel +7 495 5043694
promo@scsg.ru • promo.scsg.ru
<https://www.psiproductfinder.de/zmfmd>

With tact

The touchscreen gloves Operate are available in pairs from Inspirion, thus allowing smartphones and devices with capacitive screen to be operated by using conductive metal fibres at the fingertips of the thumb, index and middle finger, even in winter. Your hands will stay warm at the Christmas market and that annoying need to put on and take off gloves will no longer be necessary. The practical accessories are available in black, blue and red. They are also part of the current Christmas Special 2016 catalogue.



PSI 42907 • Inspirion GmbH
Tel +49 421 5227-0
info@insprion.eu • www.promotiontops.eu
<https://www.psiproductfinder.de/ndbmj>



PSI 40972 • PF Concept International B.V.
Tel +31 71 3328911
weborders@nl.pfconcept.com
www.pfconcept.com
<https://www.psiproductfinder.de/owi4zg>

Sporty on the go

Which piece of clothing is always appropriate both at work and during leisure time? The elegantly cut Elevate Quadra long-sleeve shirt from PF Concept in fashionable classic colours is functional and cosy. Made from micro polyester fibre, the material offers wrinkle-free comfort and stays warm even at low temperatures. Exceptionally well-made and individually finished by using transfer printing, the shirt serves as an attractive advertising medium for companies and sports clubs alike. And even at home on the sofa, Quadra fits like a glove.

Attractive beach companion

In addition to more than 100 patents, Global Innovations offers high-quality standard items such as sunglasses and straw hats that perfectly complement the customer's outfit. The frame and hat banderol offer a large area for finishing. The sunglasses have been tested according to the applicable regulation EN ISO 12312-1: 2013 and are ideal for festivals, corporate events or leisure. The sunglasses can be individually designed from 2,500 units, the straw hats from 5,000 units.



PSI 46626
Global Innovations Germany GmbH & Co. KG
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Winter business look

Do people wearing suits have to freeze in winter? Not if they choose to wear cosy warm jackets that also cut a good figure in the business world. The Lexington Thermal Jacket from PF Concept in discreet black has an elegant cut and is ideal for all occasions. Thanks to its extra length and diamond stitching, it provides reliable protection against wind and weather – and keeps you warm in the freezing cold. Branded in the corporate look by using transfer printing, the jackets are practical and elegant ambassadors for any company.

PSI 40972 • PF Concept International B.V.
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weborders@nl.pfconcept.com
www.pfconcept.com
<https://www.psiproductfinder.de/owi4zg>

Well protected

For many years, hats were considered either old-fashioned or just a peculiarity of special personalities. Today, however, they are back in fashion in the leisure sector. The Doulos straw hat combines fashionable chic with ecological features: Made of light-coloured natural straw in Europe, the classically designed headgear is made in a standard size using sustainable production, Etikeko-grade B2. The 25 millimetre wide corded ribbon is delivered separately and can feature virtually any desired colour by using photo sublimation.



PSI 42811 • Boomerang SAS (Citizen Green)
Tel +49 9369 9849974
office@citizengreen.de • www.citizengreen.de
<https://www.psiproductfinder.de/ymjhzw>

Attractive headdress

In the area of corporate fashion, leisure and outdoor looks, the Panel baseball cap San Francisco stands out in the Easy Gifts assortment. Shapely made of brushed cotton, the attractive headgear features an easy-to-use metal fastener. Finishing can be embroidered centrally on the front. Embroidery prices are per 1000 stitches. The required number of stitches can be determined by sending the customer logo.



PSI 47300 • Easy Gifts GmbH
Tel +49 911 81781111
info@easygifts.de • www.easygifts.de
<https://www.psiproductfinder.de/nmrmm>

Warm and soft

Blackmaxx® Comfort Travel, a comfortable fleece blanket made of cuddly warm fleece for picnics and on the go, is now available at Spranz. The blanket can also be used as a pillow and for stowage. When spread out, the 167 by 132 centimetre blanket has a large advertising space on the pad, and embroidery is possible. Its filling capacity is 190 grams per square metre.



Luxurious silk product

The luxurious sevenfold tie from Tie Solution is the appropriate gift for very special customers and business partners. It is produced using three times as much silk as with a conventional tie. The ancient folding technique eliminates the need for a cotton or wool liner. For this reason, the sevenfold tie is produced individually and only on request, made to measure for the customer. Tie Solution can produce the sevenfold tie entirely from gold threads or only with a few threads of gold in combination with high-quality silk. Integrating a diamond is also possible.



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Zertifiziert – aus einer Hand.

New Wave GmbH has recently gained an exclusive brand. James Harvest Sportswear & Frost have been merged, thus setting completely new accents in the company's array of brands. The combination of sporty-chic and modern-elegant shapes the new textile range and raises both brands to a higher level.

New Accents with exclusive Brand

Launch in Paris

NewWave®
G M B H



Shirts, blazers or blouses from Frost look great both in the office and at the subsequent dinner party.


J. HARVEST & FROST
CORPORATE SHIRTMAKER





With its historical, vibrant character, Paris offered the perfect setting for the launch of the new range. Managing Director of New Wave, Holger Hoffmann, had invited potential distributors to discover the new brand at the Hotel InterContinental Le Grand in Paris from 23 to 25 July. This luxury hotel ensured an appropriate atmosphere for the premiere of the J. Harvest & Frost brand. With direct views of the Opera House and the city centre, the chosen presentation setting matched the exclusivity of the new brand.

Business attire for any occasion

The founder and Concept Manager of Frost, Tor Bjarne Johnsen, personally presented the concept of J. Harvest & Frost. The Norwegian businessman familiarised the customers with the history and concept of the brand: J. Harvest & Frost stands for exclusive business attire that can be worn on any occasion. Shirts, blazers and blouses from Frost look great in the office and at the subsequent dinner party. J. Harvest & Frost boasts a high-quality finish with an exceptional design, thus giving the brand a luxurious character.

The range extends from a classic shirt design to an elegant blazer. In addition, there are also accessories which can be combined with any garment. Originally patterned breast pocket handkerchiefs or ties, elegant cufflinks and various bags for every occasion. The lively and informative presentation by T. B. Johnsen enhanced the joy and curiosity about the new brand. Enthusiastically supported by Marketing Manager Wolfgang Lagler, Holger Hoffmann presented the planned marketing concept, named after the premiere location, "Club Paris". In close cooperation with its customers, New Wave GmbH is planning to

distribute J. Harvest & Frost with high quality standards which correspond to the high level of quality of the brand and the products. The exciting and eventful day was rounded off with an exclusive dinner at the Café de la Paix.

New Wave not only provides its BORA – ARGON 18 team with CRAFT apparel, but also with exclusive J. Harvest & Frost attire. (The photo was taken on the final day of the Tour de France, which was also the day when the brand was presented.)

Tour de France and "Meet & Greet"

Sunday was dedicated to the Tour de France race finish. At the Champs-Élysées, the cyclists who rode in the 21 stages through France were eagerly awaited. At the same time, further questions about the new brand were answered and important information was exchanged in a relaxed atmosphere. As a final major highlight, a Meet & Greet with the BORA – ARGON 18 team was organized. Equipped by New Wave GmbH with race wear of the CRAFT brand, the team can look back on a successful Tour de France 2016. Both the customers and the team of professional cyclists enjoyed meeting each other and exchanging information. To the surprise of the customers, the team arrived at the party elegantly dressed in J. Harvest & Frost attire. New Wave not only provides its BORA – ARGON 18 team with CRAFT, but now also with exclusive J. Harvest & Frost attire. The team can rely on optimal functional apparel for cycling as well as an exclusive range of business attire. For the cyclists, celebrating at a dinner party dressed in exclusive attire consisting of a shirt and blazer with high-quality embroidery from J. Harvest & Frost was also a recognition of their great achievements. It also marked the end of an eventful weekend in Paris for all the customers who had been invited by New Wave GmbH. The participants farewelled each other early Monday with lots of new impressions and information – with the J. Harvest & Frost brand in their luggage to now make it more visible outside of Paris.

A glimpse of the J. Harvest & Frost showroom.



Why only 20 per cent of an entire tree is ultimately found in a pencil, and how an enormous change can be effected with a small product – these issues are a major driving force for manaomea GmbH in Munich.

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Double success

manaomea



Unique: manaomea received a PSI Sustainability Award in the category Sustainable Product.



The good-humoured innovation team of manaomea (left to right): Alexander Wiedemann (Distribution), Paul Kuhlmann (CSR), Dr. Ulrich Riedel (CEO), Simon Einwich (Marketing), Dr. Christine Arlt (CEO).

he story began in May 2014 in the Bavarian capital where Dr. Ulrich Riedel and Dr. Christine Arlt decided to give up their secure jobs in senior positions in the industry and research to realise their dream of establishing their own company for thoroughly sustainable and stylish products. Today, almost two years later, manaomea has launched its first products on the market.

Pencils made from textiles

The innovative textile pencils have already been nominated for the German Design Award 2017 and have recently won the PSI Sustainability Award in the category Sustainable Product. This perfectly reflects the claim of manaomea to combine design with sustainable and fairly produced products that tell stories. The first available product on the market is "Das Mäppchen (The Case)". A textile case with a minimalist design, made from 100 per cent organic cotton (certified to GOTS & IVN Best) from a project of its partner Cotonea in Kyrgyzstan with high social claim. But that's not all: "The Case" is handmade

in Franconia by a group of women who were looking for a way to combine family and career following their maternity.

Focus on conservation of resources

The company invents, designs and produces unique and innovative products. "Our goals are to combine the conservation of resources and the world. This leads to the creation of design products that surprise, impress and benefit people. The focus is on social responsibility and sustainability. manaomea wants to bridge the gap between rich and poor in the world by making things together with people from different parts of the world," explains CEO Dr. Ulrich Riedel. The first invention of the company is a small pencil revolution: textile pencils made of natural fibres and biopolymers, manufactured using its own patented technology with novel designs that were previously not possible in wood. There are also smart textile cases handcrafted by designers. manaomea's first products made of natural fibre composite are available in the PBS sector but the developments are not restricted to a particular industry.

<

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Fritz Haasen

Manager with a vision

Exactly **ten years ago**, Fritz Haasen was working flat out on the merger of the promotional products company founded by Pieter Schubert, **Süße Werbung**, with the **sweets producer Kalfany**. He created a **modern and efficient company** that provides the industry with a wide range of high-quality products, strong brands and sweet promotional ideas. The portrait of a manager, who always keeps an eye on the big picture.

The steadfastness of anyone who arrives at the vast, modern premises of Kalfany Süße Werbung in Herbolzheim is immediately put to the test: you have to resist all sorts of bear-like and other sweet temptations at the factory outlet. Everyone knows the colourful assortment of the Bären Company stores that now enrich the retail scene in many cities. The establishment of the Bären Company brand, which sells its products in a franchise system, is just one of the successes that can be credited to Fritz Haasen. Among the milestones of his career during which the business administrator has always remained true of the confectionery industry, is certainly the merger of Kalfany and Süße Werbung. The fact that he did everything right was no coincidence; he enjoyed success with a similar case in 2003: A year earlier, the parent company Zertus had just acquired Kalfany, and Fritz Haasen, who joined the Zertus Group in 2003, was entrusted with incorporating the Pulmoll brand under the umbrella of Kalfany.

Two brands grow together

After only three months of purposeful negotiations with Pieter Schubert, the founder and owner of Süße Werbung, an agreement was reached, and on 1 January 2007 the acquisition of Süße Werbung by the Zertus Group was successfully completed. The two negotiating parties knew each other and had a good rapport with each other because Kalfany had been supplying Süße Werbung from its production plant in Mülheim since 2004. Conversely, Kalfany had commissioned Herbolzheim with printing orders and joint projects had already been realised. Haasen thus knew the company very well and when it became evident that Schubert wanted to sell, he quickly realised that the complementary portfolio of the Zertus Group which specialises in confectionery would be an outstanding acquisition. Two valuable brands thus came together: Kalfany as an internationally renowned producer of sweets, and



Süße Werbung as an experienced producer of fruit gums and an established player in the promotional products market, have now grown into a powerful supplier that is certainly still capable of growing.

High standards in all areas

More than 200 employees ensure that 2,000 tons of fruit gum, 200 tons of chocolate specialties and about 5,000 tons of sweets leave the company every year. Products are made according to the highest quality standards, which is ensured by five competent employees who are responsible for quality management, and documented by certifications. This includes the strict Label IFS 6 (International Food Standard), UTZ, the EU's organic farming regulation, and the DLG Award for long-standing product quality. For Fritz Haasen, it goes without saying that the quality and safety of products meets the highest demands: The manufacturing plant is a food processing operation with an affiliated yet separate printing facility. This is one of the reasons why Kalfany Süße Werbung was able to establish really large brand partnerships with national and international companies that entrust the operation of their brands. The energy management system is also certified according to DIN EN ISO 50001 because when it comes to waste management, water and heat recovery Fritz Haasen and his fellow manager Klaus Richter (production, technology) do not make any compromises. Meanwhile, the company has a positive energy balance and is able to resell power. A modern, multi-award winning printing technology centre with facilities for digital, flexo and pad printing as well as the use of professional packaging systems have given rise to innovative, promotionally effective and eye-catching products for marketing campaigns of all kinds.

Innovative services

Fritz Haasen has also shown great dedication in tackling the development and expansion of the export department and various online services to open up new markets and gain new customers. The trend is clearly toward smaller quantities. In fact, there is an ever-increasing demand for individualised small quantities in the B2B sector. In order to make business with these customers profitable at all, a platform has just been designed to simplify the pre-press stage: The customer can configure his own products there, edit his logo and upload the data himself. The distributor supports the company in many ways: In addition to the web service with white label pages, online browse catalogues, banners and databases, Kalfany Süße Werbung provides a marketing service with neutral catalogues and various sales materials as well as product training. For Fritz Haasen, the PSI Trade Show and initiatives such as PSI First are marketing tools of great importance.



FRITZ HAASEN IN PERSON

What was your first thought this morning?

Hopefully I can wake up my child in time (summer job at Süße Werbung!)

When is your day a good one?

When I can kick-start and take care of lots of things that can enable us to progress in the long term, even if I do not always manage everything.

What gets you in a good mood?

When customers appreciate what we do and realise that quality and commitment are what count, not calculating down to the last cent.

And what drives you crazy?

When mistakes are repeated.

What are you most likely to forgive yourself about?

When I give it everything without being successful.

When do you lose track of time?

At work and on the golf course.

If you were forced to take a four-week holiday, where would you go?

To South East Asia: land, people and food...

What do you like spending your money on?

On holidays and food.

Do you let yourself get seduced by advertisements?

Yes, when they are good.

When is a promotional product a good promotional product?

When it has a highly emotional impact, whether it be through haptics, appearance, functionality, smell or especially taste (in the case of sweets)

What is the best promotional product you have ever received?

Chocolate with a relief of my colleagues and I celebrating our 50th – self-promotion, so to speak!

What do you find irritating in relation to promotional products?

Too much packaging.

Always ready to listen

Haasen was aware of the fact that the merger of the two companies would take some time when he stepped before the workforce and announced the merger of the administration in Herbolzheim. He detected uncertainty and anxiety in view of the new situation that the employees would have to deal with. But even while the merger was in progress, he won the trust of employees because he always had an open ear for them. And that has remained so to this day. That is why the company is also a respected and popular employer in the region with low employee turnover, usually covering its demand for junior staff from within its own trainees. In order to allow all employ-

ees to get to know one another better, one year after the merger a large outdoor event was held in the Black Forest, which welded the team together. According to the company's own principle: "Communication, service, value", Haasen searches for new opportunities to strengthen the team spirit and to make employees happy. He recently took part in a large company run in Freiburg together with 35 colleagues. All participants of the colourfully diverse running group wanted to win or at least cross the finishing line, and had a lot of fun in doing so.

Living corporate culture

Personal contact with employees is very important to him; he looks at all the applicants himself and he has established flat hierarchies in many areas. All this is based on a corporate culture that Haasen and his fellow managers Klaus Richter and Elmar Schlesinger (finance, HR) as well as the heads of department have carefully established. "Communication, service, value" (CSV) are the keywords that determine action in all areas of the company, but also cooperation in internal and external contacts. The management attends regular Jour Fixe meetings for the daily operations and once a year it spends a day filling its guiding principle CSV with life. At alternating locations and in a relaxed atmosphere, plans and visions take shape, problems are discussed and decisions are prepared. For Fritz Haasen, "CSV on tour" is a valuable, dynamic instrument of corporate culture.

Trade benefits from brand partnerships

Zertus GmbH, which dates back to 1826 when the Tangermünde sugar mill was founded by Friedrich Meyer, aims at meaningfully expanding existing business segments and exploring new, suitable business segments at home and abroad. Integration in the Group is the primary goal but meaningful investments are also conceivable. The independently run subsidiaries benefit from synergies and know-how transfer. The two aforementioned acquisitions by the Zertus Group can be seen in this context: With the acquisition of Pulmoll, Kalfany became the largest producer of tinned sweets in Europe overnight. And the acquisition of Süße Werbung opened up a completely new distribution channel with the promotional products market in which other brands of the Group are also marketed. The promotional products industry benefits from these partnerships with successful and in some cases even exclusive brands that enhance any promotional campaign through their high profile and promise of quality. One of these partnerships, for example, is Pulmoll, but also Dextro Energy, various Ferrero products, Mars (My m&m's), Katjes, as well as fine chocolate products from Gubor, Storck and Ritter.



PARTNERSHIPS WITH EXCLUSIVE BRANDS TURN US INTO SOMETHING UNIQUE

Fritz Haasen



Sweet advertising works

What is the secret of sweet advertising for Fritz Haasen? People are very passionate about sweets, as they are about anything edible, and they are therefore perceived particularly intensively with all 5 senses. Packaging plays a very important role to link advertising messages effectively and sustainably with the product. And since almost everyone loves sweets, waste coverage is negligible: This promotional product thus has a very high impact and is therefore particularly promotionally effective.

This year Kalfany Süße Werbung celebrated a triple anniversary: 190 years of the Tangermünde sugar mill (Zertus) and thus one of the oldest family businesses in Germany, 60 years of Pulmoll and 35 years of Süße Werbung. More about that in the next issue. <

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Daily truffle treats

Jung presents a true Christmas highlight: the **mini truffle desk calendar** with an exquisite selection of delicious chocolates. Gourmets will discover 24 quality mini truffle chocolates inside, which come in the varieties Marc de Champagne, Vanilla, Egg Liqueur, Rum, Kir Royal, Cognac, Cherry Brandy and Café au Lait – every day an unforgettable promotional reminder on the desk. A practical, fold-out table stand is integrated in the back. The gourmet calendar can be fully designed in four colours for orders of 100 units or more. Customers can choose from a wide range of design templates.

PSI 41545 • Jung Bonbonfabrik GmbH & Co. KG
Tel +49 7042 9070 • zentrale@jung-europe.de • www.jung-europe.de
<https://www.psiproductfinder.de/mtq3ot>



Face Stickers

Face stickers from ArtForFans are a new product on the market, which offers new ideas and possibilities for promotions or merchandising. Applied just before the game, the stickers enable fans to display positive emotions and team spirit – and to take spectacular selfies. **Face stickers** are simply brilliant and ensure excellent visibility. ArtForFans offers a wide range of products – classic designs or customized own combinations of club or national colours with corporate logos. The stickers are produced in pairs, which can be packed in 100 pieces, individually or with a customised promotional card to multiply marketing effects. ArtForFans also offers branding the stickers' sheet back side with the logo of the company or the event. The face stickers are medically tested according to the EU legislation.

PSI 49755 • ArtForFans
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PSI 42772 • Xindao B.V.

Tel +31 70 3199900 • deutschland@xindao.nl • www.xindao.com

<https://www.psiproductfinder.de/mwuxmj>



Green in more ways than one

Schneider Schreibgeräte has launched the first **fineliner pen made of bioplastics** – the grass green Line-Up in 30 exciting colour varieties. The rubberised, ergonomic triangular shaft lies comfortably and securely in the hand. Line-Up's housing is 88 per cent bio-based and has been tested and certified by DIN CERTCO. With the use of bio-based plastics as a standard, Schneider plays its part in the supply of alternatives to petroleum based plastics. The fineliners are available in a fold-out pen box, which comes in four sizes with 4, 8, 16 and 32 colours. The box is also made of 100 per cent waste material from the internal plastics processing.

PSI 43416 • Schneider Schreibgeräte GmbH

Tel +49 7729 888-0 • info@schneiderpen.de • www.schneiderpen-promotion.com

<https://www.psiproductfinder.de/mzq0yt>



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www.pinsundmehr.de

info@pinsundmehr.de

Windproof lighter

Straightforward design coupled with premium quality: the **Rubber Jet-Flame lighter** by KP Plattner is characterised by its rubberised surface and the wind-resistant flame. It is available in four colours. With its particularly large printable surface, the lighter is ideal for your customised promotional message and, at the same time, makes a reliable accessory in all situations. KP Plattner also offers a wide selection of lighters which can be directly refined in-house. Customers can take a look at the latest trends and classic products in the free catalogue.

PSI 41565 • KP Plattner GmbH
Tel +43 512 2640 64 office@kp-plattner.at • www.kp-plattner.at
<https://www.psiproductfinder.de/zwezmnd>



Finding the chosen one

Trinity – that is the name of the person in the film Matrix, who finds the protagonist Neo and entrusts him with his mission: he is the chosen one who can provide the answer to all questions. Trinity is also the chosen one at uma. However, the choice is no less exciting with three different Trinity varieties and various colour combinations. With the **innovative triangular barrel**, Trinity not only rests securely in the hand, but also offers a further, third promotional surface which optimally presents the advertising message. In addition to the classic housing varieties glossy and transparent, Trinity also comes in the stylish GUM version, which impresses through its rubberised soft-touch barrel. Two clip types are available to choose from. Further details and samples can be obtained directly from uma.

PSI 41848 • uma Schreibgeräte Ullmann GmbH
Tel +49 7832 707-0 • info@uma-pen.com • www.uma-pen.com
<https://www.psiproductfinder.de/mjy0yz>



A splash of colour

The original and faithful companion named “Paul”, from the manufacturer Ortmann & Werbung, scores with solid workmanship and functional design: **shopping trolley chip and bottle opener** in one. It comes in the new trend colours purple, pink and turquoise, increasing the range to a total of nine standard colours. Thanks to the high-quality metal, the promotional message is prominently and radiantly presented on the key ring pendant. What is more, a website or phone number can, for example, be applied as circular lettering on the coin. “Paul” can be customised starting at 25 pieces. The supplier offers an “all-in-one” service: from the idea to the implementation, production and finishing. Quality made in Europe – deliverable in one to two weeks.

PSI 47035 • Ortmann & Werbung • Tel + 49 5222 870999
info@ortmannundwerbung.de • www.ortmannundwerbung.de
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www.ksw24.eu

For every desk

No desk should be without a **good quality pair of scissors**.

The Finny Classic paper scissors are the ideal companion for daily office work. The office scissors in top Solingen quality (100 per cent Made in Germany) not only features a contemporary, original design, they are also sturdy and razor sharp. The paper scissors are particularly suitable as a durable promotional product as they are used almost daily. They can be customised from just 60 pieces.

PSI 49555 • Kretzer Scheren GmbH
Tel +49 212 26235-0 • info@kretzer.de • www.kretzer.de
<https://www.psiproductfinder.de/zte0ot>



Search for staples is over

With the staple-free stapler from PLUS Europe, the annoying search for staples is finally over. The unique technique staples up to 5 sheets into one another, making it very environmentally friendly because fewer raw materials are used. Shredding such stapled documents is now much easier as staples must no longer be removed in advance. The **stapler** is largely made of recycled plastic and is available in five great colours. With its beautiful design and its ease of use, it has already received the red dot design award. The staple-free stapler is a must-have for eco-conscious companies.

PSI 48564 • PLUS Europe GmbH • Tel +49 21152285713
oskar.majer@plus-corporation.com • www.plus-europe.com
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Affordable, fast and good

SND PorzellanManufaktur now offers a new service with its **SND direct printing**. The specialists use this process to finish porcelain cups in proven "top quality" with the desired logo in up to three colours within six to ten days – and (according to the company) at an "unbeatable price". Of course, all products carry the "Made in Germany" seal of quality.

PSI 45567 • SND PorzellanManufaktur GmbH
Tel +49 6183 8008-0 • info@snd-porzellan.de • www.snd-porzellan.de
<https://www.psiproductfinder.de/mdu5m2>



Already flashed today?

The flash dye by Aleide-Innovationen opens up new promotional possibilities. Messages, logos, objects, etc. which are initially invisible are only made visible to the human eye after being photographed with a smartphone camera with flash switched on. Whether it is a card, poster, banner, stand-up display, sticker, customer stopper – the flash dye can be applied to any print medium imaginable via screen printing. Thus, it is ideal for mailing campaigns, competitions, discount promotions, guerrilla marketing and campaigns at PoS. In combination with social media such as Facebook, Instagram and Twitter, entirely new target groups can be addressed – there are no limits to creativity. Information and samples are available at Aleide.

PSI 43604 • Aleide-Innovationen
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Crazy for big numbers

If you are looking for a **quality pen** for a large-scale campaign, you've found it: Pier®, Stilolinea's proposal for highly cost-effective promotions. Convenient, appealing, simple and colorful, Pier® offers lots of space for personalization and lots of variety with coloured clips and barrels as well as a refined touch in the Space version with a silver satin finish barrel. Pier® is one of the best sold Stilolinea products, recognized all over the world thanks to the excellent value for money. Made from the typical Stilolinea shiny abs plastic, a high quality material with excellent technical properties, scratch and shock resistant, which gives more strength to your logos or advertising messages. Like all Stilolinea models, Pier® is available on the web-site configurator to be customized if you want your tailor-made pen.

PSI 45328 • Stilolinea Srl
Tel +39 011 2236350 • info@stilolinea.it • www.stilolinea.it
<https://www.psiproductfinder.de/mdhjzd>



From nature – for nature

The **Appeel collection** is produced exclusively by the Lediberg Group from parts of the apple and selected plant fibres – an ecological fusion of technology and inventiveness. With Appeel, Lediberg uniquely and appealingly puts sustainability in the limelight. The collection includes notebooks, calendars and accessories with a palette of warm colours of the apple, inspired by nature and the diverse landscapes of Italy. There are different finishes to ensure the right promotional message for all products. "You have the story, we have the right product," says Lediberg.

PSI 42438 • Lediberg GmbH
Tel +49 5261 606-0 • info@lediberg.de • www.lediberg.de
<https://www.psiproductfinder.de/ytlow>



One device – three functions

The handy Power Drop by Orgahead impresses with three functions in one device. In combination with a mobile phone the **Power Drop** generates a rich sound with optimum sound quality. Up to four hours running time are guaranteed and switching between the individual functions can be performed in seconds. A Bluetooth connection to the smartphone enables excellent selfies or group photos to be taken with a remote release. An integrated hands-free phone system makes calling easy. The devices are available from the end of October in seven colours and can be customised according to preference.

PSI 46479 • Orgahead GmbH – Corporate Solutions
Tel +49 4102 4698000 • info@orgahead.de • www.orgahead.de
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PSI 48309 • Manufacturas Arpe, S.L.
Tel +34 937 937677 • info@arpe.es • www.arpe.es
<https://www.psiproductfinder.de/zdyynj>



Mirrored sweet surprise

The little box of chocolates with mirror from B&B Promotional Sweets is a smart and elegant gift, which is sure to be appreciated by customers and business partners alike. The four **praline delights**, which are coated in milk chocolate, are filled with **delicate cream centres containing alcohol**. They are available in the flavours cocoa, pistachio and Malaga. The gold paper wrapping is surrounded by a printable paper banderol. The box can also be customised via laser engraving. It is made of wood and can also be supplied as a brown lacquered version upon request. Once the chocolates have been savoured, it can be used as a quality storage box for small items.

PSI 47460 • B&B Promotional Sweets
Tel +48 22 7246165 • office@promotionalsweets.pl • www.promotionalsweets.pl
<https://www.psiproductfinder.de/nwu3nj>

Technically sophisticated

Practical handling coupled with one of the best innovations: that is the **KlappMAXX** from the company Strimaxx & Friends. Normal automatic umbrellas only collapse widthwise; KlappMAXX® also reduces its size lengthwise at the push of a button and returns to its handy original position. To ensure that the umbrella does not close accidentally, the release button is located inside the handle and can only be activated after pulling down the handle (demonstration video at strimaxx.de). This technical ingenuity not only spares the cumbersome folding together of the wet umbrella, but also time and stress during bad weather. High quality prints turn every umbrella into a unique item. Through the use of an aluminium-fibreglass frame, 3-section telescope, Teflon coating, ABS soft-touch handle and automatic double closure, the user has a reliable and long-lasting companion, which proves its value through its ease of use.

PSI 48720 • Strimaxx & Friends
Tel +49 40 739 2668-0 • info@strimaxx.de • www.strimaxx.de
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PSI 45720 • DreamPen
Tel +48 68 4772230 • dreampen@dreampen.pl • www.dreampen.com
<https://www.psiproductfinder.de/ntrhn2>



QS03 – The new tyre pen

With the new QS03, Prodir has introduced its first **special-interest writing instrument** for companies and brands that are connected with cars and tyres and literally want to communicate a good grip. The QS03 does not just look like a tyre, it also feels like one: optics and haptics are in perfect harmony. The writing instrument in the version with soft-touch finishing is particularly authentic. The standard colour is a deep matte black; Prodir can mix creative (tyre) colours from 5,000 units. And for those who associate tyres with a chassis, a push button made of metal with a glossy or satin finish can be added. As for the refill, there are five strong „engines“ to choose from. On request, the elegant clip can be colour contrasted from the black barrel, thus placing logos in up to six colours firmly in the limelight. With the innovative 3D surfaces of their QS collection, Prodir as a haptic brand ambassador has set new standards in the design of writing instruments. This includes personalised barrel surfaces completely customised according to individual specifications. Prodir calls this concept QS00. There is hardly a better way to communicate a brand identity more visibly and tangibly.

PSI 43417 • Prodir GmbH
Tel +41 91 93555-55 • sales@prodir.de • www.prodir.com
<https://www.psiproductfinder.de/ngu0yw>



Plastic Made in Germany

Hepla manufactures products in Germany using **plastic injection moulding** and finishes them using screen, pad and digital printing. In-house production and finishing are important pillars of the company – with clear benefits for the customer for over 43 years. Rapid production in combination with short transport distances enables deliveries at short notice. Many of the roughly 680 products manufactured by Hepla are “Made in Germany”. Hepla focuses on classic give-aways such as chip holders, flying saucers, ice scrapers, clipboards, pens, bottle openers and note boxes. But Hepla has not only been a long-standing supplier partner for thousands of promotional product distributors throughout Europe because of its products, but also because of its expertise, good service, reliability, reasonable prices and strict loyalty towards distributors.

PSI 41583 • Hepla-Kunststofftechnik GmbH & Co KG
Tel +49 5681 9966 • info@hepla.de • www.hepla.de
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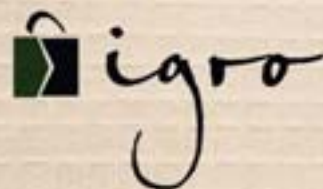
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Our team of currently 30 employees is responsible for resellers of promotional items in Germany, Switzerland, Austria. Increasingly responsible also for whole Europe. Our team in China is responsible for the quality assurance and the shipping handling. Quality, competent advice and fast delivery times - that's the key for Vim Solution GmbH for 10 years now and we are looking forward to more successful years.

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Issue
02
2017
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03
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PSI

iENA | Cooperation with PSI also in 2016

For almost 70 years, the iENA has been the international hub for marketing inventions as well as a platform for valuable contacts between inventors and representatives from the industry. The collaboration agreed on in 2011 between AFAG Messen und Ausstellungen GmbH and the leading European trade show for promotional products, PSI Düsseldorf, will also be continued in 2016. The successful collaboration aims to promote inventions and new products that have the potential to become promotional products. Suitable inventions of iENA have already been shown with great



success in the HALL13 area at the PSI in Düsseldorf in recent years. As part of the iENA, PSI assumes the patronage for the "promotional products" sector. Incidentally, interested PSI members wishing to visit the 2016 iENA can receive free tickets through the PSI. Simply send an e-mail to: Brigitte.Lehnhoff@reedexpo.de.

PSI Webinar | Invitation for industry customers

On 12 January 2017, PSI will be attended by invited industry customers for the first time. To ensure that all necessary steps are followed prior to the invitation, PSI has designed the webinar "PSI 2017 – Invitation to Industry Customer Day". In it, PSI distributors and consultants can obtain information about their own registration, the invitation of their customers and the procedure on site. The next webinar will be on 5 October 2016 from 12 noon to 1 pm. More information is available under "Events" at www.psi-network.de.

"The webinar provided comprehensive information on the 'Industry Customer Day' in a pleasant atmosphere. What I found particularly informative is that we can already see the marketing package in advance and are thus able to optimally prepare the invitations to our industry customers. Now we are looking forward to the premiere!"

Melanie Stolle, absatzplus - Agentur für Werbeartikel e.K.

"I found the webinar about the Industry Day at the PSI 2017 very interesting and informative. All the steps, starting with sending the invitation to the industry customers right up to the evaluation of the itineraries of the industry customers after the PSI, were explained in detail. Questions raised during the webinar were all answered in detail by Ms. Nettelbeck."

Vera Emonts, Gerhard Mundt GmbH & Co. KG

my PSI

Industry Day PSI2017 | Magic word is registration



PSI distributors and consultants who wish to invite their customers to Industry Day PSI 2017 (12 January 2017) should book their own ticket now. Simply go to: psi-messe.com/ihr_weg_zum_ticket_2802.html. Only PSI distributors and consultants who are registered as a visitor of the PSI 2017 will receive an invitation code with which they can invite their customers. In turn, customers can only register via the separate PSI Industry Customer Ticket Shop with the designated invitation code. This ticket shop has been online since 1 September 2016. Industry customers who have not received an invitation code from their PSI consultants cannot visit PSI 2017. By redeeming the invitation code, the respective industry customer is clearly assigned to the PSI consultant. Customers who have already redeemed an invitation code can be found on an information page on the Internet which has been specifically created for PSI consultants.

Innovation und Technik

Internationale Fachzeitschrift für

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Die daraus resultierenden gestiegenen Anforderungen spiegeln sich auch in der Aus- und Weiterbildung wider. Um den neu geschaffenen Berufsbildern Rechnung zu tragen, stellen wir uns seit Januar 1999 mit einem neuen Konzept, erweitertem Informationsspektrum sowie einem neuen Layout unter dem für die neuen Bedürfnisse zugeschnittenen Titel Innovation und Technik dem internationalen Leser.

Innovation und Technik ist – ebenso wie „Graveur Flexograf“ – Sprachrohr für die Berufe Graveure, Flexografen, Maschinenbauer, Werkzeug- und Formenbauer und widmet sich als führende Fachzeitschrift der Branche in Europa noch mehr den Belangen in der Graviertechnik, Flexografie, dem Maschinenbau und dem Werkzeug- und Formenbau.

Schwerpunktbereiche wie Produkte und Verfahren, Technologie, Fertigungstechnik, Oberflächentechnik, Informations- und Kommunikationstechnik, Wirtschaft, Aktuell und Recht sind dabei die tragenden Themensektoren dieses neuen Titels.

Innovation und Technik legt Unternehmen, Entscheidungsträgern, Fachkräften, Studenten und Auszubildenden jeden Monat Informations- und Entscheidungshilfen auf den Tisch – für mehr Erfolg!

Der Herausgeber
Dr. Ulrich Bachmann



Verlag:

Fachverlag Bachmann
Technische Fachzeitschriften



Auf dem Brink 6; D-58762 Altena (Westf.)
Tel.: +49 2352 334885 oder +49 2352 71366
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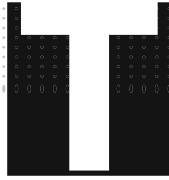


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Etiquette



The rules of golf specify how to behave while playing, how to interact with each other and also how to dress appropriately. When you visit a banker or insurance broker for the first time, the first impression will decide whether you trust him or not. The first impression is a lasting one.

At our company we have a dress code – admittedly I find it somewhat antiquated in this day and age. In recent years, however, I have noticed time and time again that in the promotional products industry little emphasis is apparently placed on how to dress. The casual look seems to be more dominant. Indeed, it has often been mentioned to me that our industry does not always leave the best impression with the customer, at least visually. Is it not necessary to pay attention to one's outfit? Surely this is expected by the customer? Can business run well without paying attention to outward appearances?

I firmly believe that appropriate attire is part of the professional image in daily business – regardless of the industry. How I dress, however, also depends on the occasion. I would not go to a wedding dressed in jeans. I found it all the better and more impressive that recently at the ceremony of the PSI Sustainability Awards in the Wiesbaden Kurhaus all participants and guests appeared in formal dress, thus ensuring the evening a worthy and elegant setting.

Best regards,

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



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The most beautiful season

Long days, endless hours of sunshine, pleasantly warm: For many people, summer is their favourite season. Those who have their own garden find it doubly beautiful. Who doesn't go into raptures at the thought of balmy hours on warm summer evenings. Appealing promotional products can thereby be the icing on the cake. Speaking of the most loved one: For many men, this is the car. The second product range is therefore dedicated to wheels and the topics of tools and safety.

Please now give some consideration to the product theme of the December issue with the thematic groups "Give-aways" and "Premiums, brands and design" and send your product presentations (image and text) no later than 17 October 2016 to: Edit Line GmbH, Redaktion PSI Journal, e-mail hoechmer@edit-line.de.

Albene will be 25

The Munich-based manufacturer of high-quality, custom-made sports and promotional products is celebrating its 25th anniversary this year. The owner Wolf Rüdiger is particularly proud to be able to now offer the promotional products industry customisable all-over print tennis balls. More about Albene and its diverse promotional ambassadors can be found in the next issue.



Happy birthday Trend

Trend was founded 30 years ago and is now an indispensable part of the trade show scene. In its anniversary year, the show will be held on 15/16 September for the first time at the Rosengarten Congress Centre in Mannheim, flanked by lectures by renowned speakers and crowned by the evening get-together with live sound at its best. We will be there.

Imprint

Published exclusively for the promotional products trade

by PSI Promotional Product Service Institute,
Reed Exhibitions Deutschland GmbH
Völklinger Straße 4, D-40219 Düsseldorf
Tel.: +49 211 90191-0
Fax: +49 211 90191-180
Internet: www.psi-network.de

Publisher: Michael Freter

Management: Hans-Joachim Erbel, André Weijde

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

Editor-in-chief: Manfred Schlösser

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Christian Jacob, Werner Menzel, Christoph Zimmermann, Simon Dietzen

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Advertising Sales Manager: Anja Heidbüchel

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Design: Edit Line GmbH, Mainz
by order of PSI Promotional Product Service Institute,
Reed Exhibitions Deutschland GmbH

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

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

Translations: Translanguage, D-40885 Ratingen

Printing: Kössinger AG
D-84069 Schierling

Advertisement price list no. 48 of 1 September 2015 applies.
ISSN number 1436-6193

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