

# PS1 EUROPE

**PSI Journal**

International Magazine

For Promotional

Products

November 2016

Volume 55



## **Generation change**

Stefanie Wieckenberg,

Olaf Pohl

Karl Knauer

## **Product Guide**

Summer and garden

Tools, automobiles, safety

## **25 years of Albene**

Almost limitless individuality

## **PSI 2017**

Networking in all its facets

A large photograph of a woman with dark hair, wearing a white shirt and blue overalls, working on a sewing machine in a factory setting. She is looking down at her work with a focused expression. The background shows other sewing machines and red fabric.

**Supplier  
audits**

**Catalysts**  
of sustained  
development

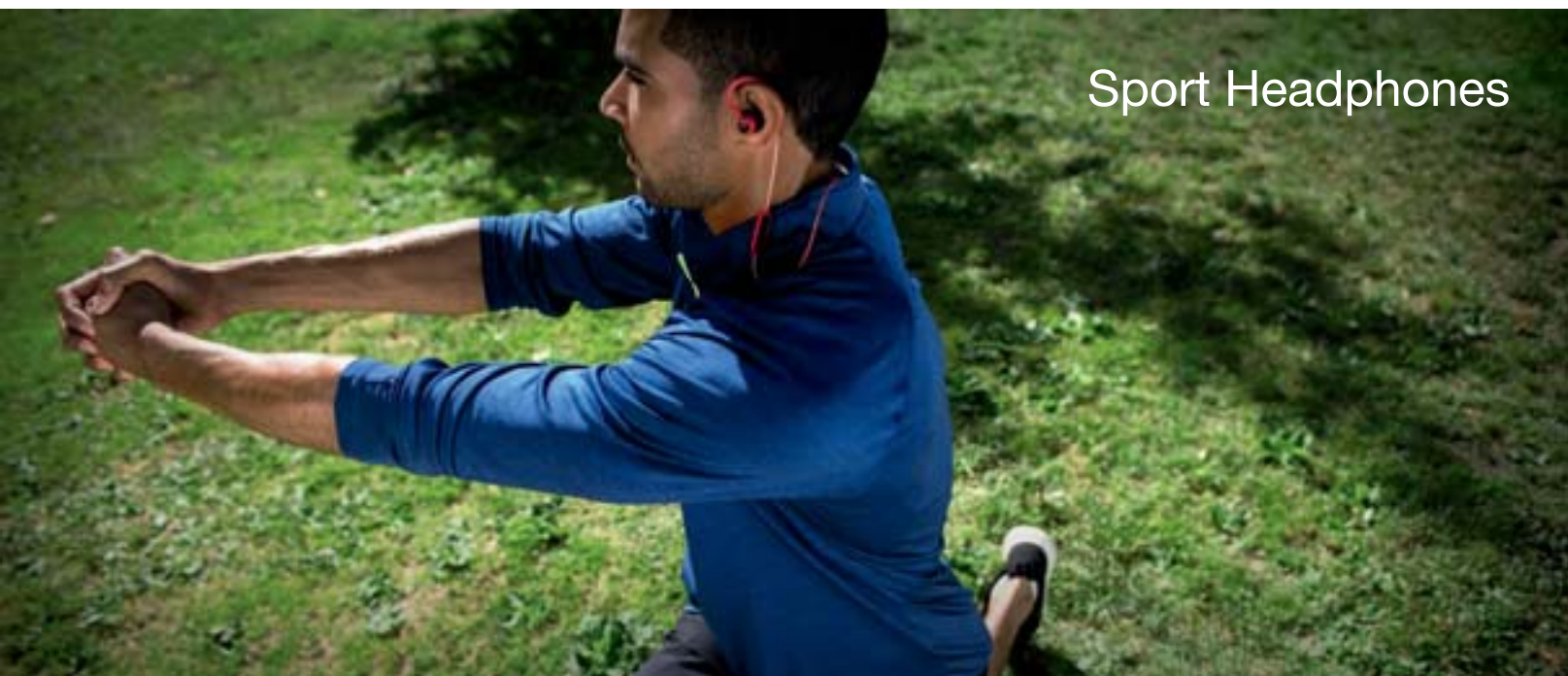




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## Editorial

# Do not be afraid of the “nasty” audit

**W**hen our roads were still being dominated by ramshackle, rusty old bangers, the term TÜV caused outbreaks of sweating among many drivers. This compulsory audit has stuck in the minds of many people. It is still disliked to this day. At the same time, the TÜV has led to better cars on the roads and less traffic accidents. It is similar in business today with audits. They lead to good results but are by no means popular everywhere. Who likes to undergo checks and controls, and on an on-going basis? Audits are rarely compulsory by law, but due to competition they are usually indispensable if you want to satisfy your customers. Those who cannot prove where and how their products are manufactured have enormous disadvantages on the market and often fail to comply with legal regulations.

The pressure exerted on some manufacturers as well as distributors as a result of this makes itself felt in some conversations. A lot has changed in the past five to ten years. The times when entrepreneurs could do their own thing are finally over. Many are hurt by this. Today's products come from all over the world, software can only be understood by specialists, multi-layered production processes are difficult to comprehend, compliance audits were once just foreign words and financial audits were a rare occurrence.

Today, there are product, process and system audits at every corner. A considerable number of manufacturers are moaning because they are being scrutinised by the hundredth customer for the thousandth time. “We are auditing ourselves to death,” an audit-weary producer of bags told me, and suggested that at least some of his customers should join forces in cooperation audits. This would be cheaper for everyone and would enable a much larger part of one's own assortment to be audited. An idea that cannot be dismissed.

Basically – and this is important if auditing is meant to point out weaknesses and initiate improvements – in almost all areas of the company. It improves processes, increases return, creates security and secures the future.

Check out our new layout and tell us what you think of it.

Greetings from the editorial staff

**Manfred Schlösser | Editor-in-Chief PSI Journal**

**Your opinion: [schloesser@edit-line.de](mailto:schloesser@edit-line.de)**

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# STORYTEL

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## IVORY

### NOTEBOOK

### COLLECTION

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**Sie haben die Story, wir haben das richtige Produkt.**



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### PSI 2017: Networking in all its facets

8

Networking is an essential aspect of any PSI. However, the network does not only consist of exhibitors and visiting PSI distributors and consultants. On the last day of the trade show, industry customers will also be attending for the first time. In addition to established meeting points, there will also be new spots for new situations.

### Supplier audits: Catalysts of development

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The markets demand more quality, safety, sustainability and social responsibility from companies. With supplier audits, i.e. systematic and well-thought-out controls with subsequent implementation of improvement proposals, they can meet these requirements. Audits not only bring flaws to light, they also trigger developments.



### bpma Show: More than successful

54

There was a great feedback from visitors and exhibitors alike for the first inaugural show at Silverstone on the 14<sup>th</sup> September. The one day member's show attracted almost 400 distributor visitors from the promotional gift industry. The bpma decided also to trial the idea of distributors inviting their customers along.



### 25 years of Albene: Almost limitless individuality

82

Almost limitless individuality is the trademark of Albene which has been supplying the market with sporting goods and promotional products for 25 years. The manufacture and finishing of balls is one of the core competences of the Munich-based supplier. We take a look at making tennis balls in India.



## 3 questions for Gabriela Kaiser, TRENDagentur

### What is a trend?

In common linguistic usage, a trend is what is currently 'in', i.e. a product or product appearance that many people would like to have. Trends affect our entire way of life, what we wear, how we live, what we eat and drink, our feelings, thoughts and behaviours.

### How do trends develop?

We live in a world of constant change. With these changes, we experience longings and they set off trends. Increasing urbanization, for example, leads to a longing for naturalness and thus for products that satisfy this longing and related needs.

### What are trends important for?

Trends offer guidance because not everyone knows which product to choose. As group membership is important to most people, they follow the trends of their group.



1



## Dinner is served

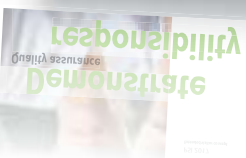
Whether it be simple place settings or extra tableware for a multi-course menu – the set table should have a uniform, elegant design. The combination of food and life philosophy is becoming more and more popular.

1 | Wintertime Kollektion • Emsa GmbH • [www.emsa.com](http://www.emsa.com) •  
PSI 42692

2 | Clear Messages • Rastal GmbH • [www.rastal.com](http://www.rastal.com) •  
PSI 41829



2



## Striving for innovation

Magazines remain trendy. The Academy of German Media, for example, recently devoted an entire Forum for the Future to this topic. The PSI Journal is also reinvented from time to time – as the relaunch and the international PSI Europe show – and is itself a timeless trend.



Ladies'

incentive

beanie

mb 7994

jacket

jh 1103

mb 7995

scarf

daiber



## Small powerhouse

Electromobility is in. Especially e-bikes and pedelecs are enjoying growing enthusiasm. Tendency: continuously rising. An alternative promotional product is the foldable electric scooter with an environmentally friendly 500 Watt motor.

Electric scooter EGRET-TEN • Markenreich GmbH • [www.markenreich.de](http://www.markenreich.de) • PSI 48670

## Business as unusual



**C**ork is taking the fashion world by storm. Products made of cork are increasingly in demand. Cork bags, cork jewellery, even cork shoes and cork clothing – nothing is impossible. Genuine variety with an eye-catching effect.

Laptop bag Cork • Heinz Tröber GmbH & Co.KG • [www.troeber.com](http://www.troeber.com) • PSI 40846

## Trendy instead of heavy metal

**Whoever wants to be trendy in 2017 should turn his attention to metal and follow the motto: mix and match. The portal stylight.de has announced this as one of the five decoration trends for the coming year. The promotional product industry can already come up trumps in 2016.**

Weathercock GALLO • blomus GmbH • [www.blomus.com](http://www.blomus.com) • PSI 40774







*fashion for  
colleagues*

*beanie  
mb 7100*

*men's  
present*

*ladies'  
jh1123*

*jacket  
jh 1124*

*daiber*

Networking is an essential aspect of any PSI. This will be no different in 2017. However, the network does not only consist of exhibitors and visiting PSI distributors and consultants. On the last day of the trade show, industry customers will also be attending for the first time. In addition to established meeting points, there will also be new spots for new situations.

**Professional discussions and informal conversations**

# Networking in all its facets



The PSI After Work Party is once again an integral part of the trade show.

If you want to do something particularly well, you should play a scenario through in your mind at an early stage. Our scenario: the Industry Customer Day at the PSI 2017. This new offer poses various questions for exhibitors and distributors which we would like to answer beforehand. The Industry Customer Day was deliberately scheduled on the last day of the trade

show. This gives PSI consultants and distributors the opportunity to use the two days before to find new products, maintain contacts and generate new ideas. With this knowledge spectrum, they will be well prepared to welcome their customers on the Industry Customer Day, to present them the first product highlights and to exclusively show them the leading European trade show for the promotional product industry. It should once again be point-



ed out that only PSI consultants and distributors who are registered as visitors of the PSI 2017 may invite their industry customers with a special code.

### Consultant spot as an optimal meeting point

Of course, whoever issues an invitation would like to welcome his guests accordingly. Special consultancy spots will be set up in front of Hall 9 to provide an appropriate setting for entering into discussions. The booking figures prove that this offer has already been well received by PSI consultants and distributors. The 40 counters that had been offered were snapped up within a short time. If you have not booked a counter, however, you can still strike a dialogue with your customers without being disturbed. Moreover, there will be an additional meeting area in front of Hall 9. At stand H53 in Hall 11, there will also be a designated consultancy and industry customer lounge enabling undisturbed conversations with customers. For PSI consultants and distributors who are registered as visitors, all meeting places offer the opportunity to prepare their registered industry customers for their trade show visit and to give them an insight into the benefits and possible uses of promotional products. The PSI Best Practice Forum provides additional know-how with valuable background information – such as how full-service concepts help to meet corporate requirements when procuring promotional products, informative key figures of the promotional product industry and practical examples of successful haptic advertising. With this newly acquired knowledge, industry customers can then get an idea of the many possibilities and the enormous product diversity.

### Visitor badges make the difference

In order for exhibitors to distinguish more clearly, industry customers will have a coloured endorsement and the letter “I” on their visitor badge. Each exhibitor will receive a scanning app with his stand booking, with which he can scan his visitors. This shows whether a visitor is an industry customer or not. In addition, the exhibitor can see which consultant invited these industry customers. The technical basis for this is provided by dMAS Notes, the new partner for PSI lead tracking. This tool automatically recognises whether a visitor is a distributor or an industry customer. The exhibitor will only be issued the name of the industry customer and his company, as well as the entire contact details of the inviting distributor. As is currently the case, order processing will be carried out exclusively through the distributor. In addition, after the trade show the inviting PSI distributor will receive an overview of the stands at which his industry customers were scanned by the exhibitor. This is how the distributor can find out during his follow-up activities what his industry customer had inquired about.

**PSI matchmaking established itself as an official business networking service last year.**



**The VIP Lounge is once again an ideal setting to take a break for an informal conversation.**

### Networking thanks to PSI matchmaking

The Industry Customer Day is an important new business opportunity for PSI consultants and distributors. In order to do business successfully, however, there are also tried and tested options. As was the case at the PSI 2016, PSI matchmaking will again be offered as an appointment planner tool and thus an official business networking service for exhibitors and visitors of the PSI 2017. Starting in November, PSI matchmaking will enable new and existing B2B contacts to be sought prior to the trade show, before meeting them at the PSI 2017.

### After Work on the first day of the trade show

The PSI 2017 features a new sequence of trade show days. And in more ways than one. Firstly, the trade show will be taking place from Tuesday to Thursday – and on the last day of the trade show two hours longer than previously. Secondly, the After Work Party will start at the end of the first day of the trade show, i.e. Tuesday, instead of on the second day of the trade show. Under the motto “Meet, talk, celebrate”, the get-together will once again invite participants to enjoy informal conversations, to exchange information and to make contacts; PSI is still a trade show where individuals meet, talk, develop relations and build friendships.

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Orders

49

In

Internationality

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# Your Choice!

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



# 21



Lars Petersen  
**Retap Aps**

---

*“The award-winning  
Danish-designed  
Retap bottle unites  
simplicity with  
functionality.”*

It's available everywhere and it is very good quality: our tap water. The industrial processing and transportation of drinking water is therefore not only unnecessary, but also harmful to the environment. Reusable and attractively designed Retap bottles made from flameproof borosilicate glass and thermoplastic elastomer tops are the ideal alternative – for consumers and the environment. Lightweight, durable and hygienic – a truly valid advertising carrier. ●





# 22



Marek Miśków  
**Reiter Polska**

---

*“Looking for innovation  
and quality at good  
price? Colorissimo  
brand is the solution.”*

Our in-house designs and retail quality at promotional product price is what make us unique. You won't find the products in any other catalogue. But our customers from all over Europe can find carefully selected, practical and appealing promotional products in our Colorissimo catalogue. Successfully servicing the market in 28 countries for over twelve years now. The secret of our products: modern, high-quality materials from the fashion industry and multi-stage quality controls. ●



# 23



Markus Plattner  
**KP Plattner**

---

*“We have plenty  
of sparkling ideas  
for quality give-aways  
and exclusive  
promotional items.”*

We are on fire. For our customers. For our products. Because they themselves are hot. We supply a wide range of different printed lighters. What they all have in common, though, is their perfect printing, rapid delivery, attractive price. We bring together what belongs together – quality, variety and design. The result? Superior lighters and promotional products – straight to our customers. ●





# 24



Dirk Schmidt

**MALGRADO** fashion & promotion

---

*“Fashion for promotion –  
with Malgrado Fashion,  
the experienced  
partner for trend-setting  
promotional textiles.”*

Textiles are our stock-in-trade. Our comprehensive range of services (including perfectly coordinated workflow) integrates consulting, design, production, finishing and logistics. Special textile productions or off-the-peg products – you can rely on our professionalism and our intuition for fashion. ●



# 25



Maciej Maćkowiak  
**PromoNotes**

---

*“Top quality  
custom-printed paper  
promotional products  
are our passion.”*

We're more than excited about our own brand of notebooks: Mindnotes. They offer maximum individuality and attention to detail – as do all other PromoNotes products. Articles made to customers' precise demands instead of ready-made mass-produced products. That includes the best possible printing method, options and extras to create an unique, customized article. We are continually developing – both ourselves and our products. Turning PromoNotes into a real bonus for any business. ●





# 26



Marcus Sperber  
**elasto form**

---

*“We’ve got what  
your customers are  
looking for – great pro-  
motional products that  
will give you the edge.”*

We always say: anything is possible. Yet our methods are quite simple. We use exciting products, sparkling ideas and the unique range of services of a leading European supplier of advertising materials. Thanks to our own production facilities, our ultra-modern technology centre and decades of experience, we are the professionals when it comes to promotional products. Fast, economical – and always with proven superior quality. ●



# 27



Anke and Marco Dreyer  
**HanseFlag**

---

*“Flying the flag – in  
every imaginable form,  
and always  
top quality.”*

Flags are our speciality. Be it individual flags, digital prints, national flags supplied from stock, desktop flags and pennants or exclusive accessories: our wide range of quality flags is our great strength. It's what sets us apart in the market. We make no compromises and we always help our European customers keep their flags flying. On request, we can also provide a special erection team for masts and special equipment for outdoor advertising. ●





# 28



Hans-Christoph Kaiser  
**FiLEREX Europe**

---

*“100 percent  
innovation and creativity.  
That’s FiLEREX  
put in a nutshell.”*

Plenty of companies can offer run-of-the-mill. We’re always looking to create that special product. Our “USB for filing” invention is already on the way to becoming an international standard. But now it’s time for something different, a new departure which we’re launching exclusively at the PSI in 2017. What we can reveal is that we’ve poured all our passion, enthusiasm and creativity into it. It simply isn’t in our nature to give less than 100 percent. ●



# 29



Harald Mark  
**Acara Schweiz**

---

*“Perfection is not  
arrogance, it is  
the sum of experience  
and creativity.”*

What turns products into unique articles? We at Acara believe the answer lies in top quality and clear and distinct designs. We use the plural a lot because our products offer our customers a wide range of creative promotional opportunities. They help inject new impetus into many business activities. Yet we see no contradiction between this and our traditional orientation. Put us to the test. ●



# 30



Milan Walter  
**REDA**

---

*“We've always  
put customer  
satisfaction first.”*

For 25 years REDA has been one of the key players in the advertising market. More than 6,500 articles, our own product development facilities, more than fifteen printing technologies such as PANTONE colours, sublimation and ceramic printing ensure individual, high-quality solutions – and the satisfaction of our discriminating customers. We are now investing in state-of-the-art production facilities to make sure it stays this way for the next 25 years and beyond. ●





3

.....  
**is the number all good things come in** – including the use of promotional products. A long-lasting promotional

effect (80 per cent), a positive impact on the company image (69 per cent), increasing the level of awareness (68 per cent) are the three main reasons why companies use a promotional product.\*

2 out of 3

.....  
**Britons choose electronic products, when it comes to promotional products. This is based on the findings of a study conducted by bpma.**

365

.....  
**days a year, a promotional product can be used or viewed. In comparison, an advertisement in a local newspaper is viewed for ten to 15 seconds, and even direct mailing works for only 30 to 40 seconds. These are the findings of the promotional products impact study conducted by GWW.**

16 times

.....  
**higher than usual** are search queries for promotional products when a major sporting event is involved. This was revealed by the evaluation of inquiries made through the PSI Product Finder using the example of the 2016 European Football Championship.

2.1 billion

.....  
**euros is the amount German micro enterprises (with up to nine employees) spent on promotional products in 2015.\***

95

.....  
**per cent is the recollection value the advertised product boasts: Compared to**

**other means of communication, the promotional product is number 1.\***

91 percent

.....  
**of surveyed Polish end customers** (managers of customer service departments and budget managers at small, large and medium-sized companies) use promotional products to enhance the image of their company. This is reported in a survey conducted by the Polish promotional products association PIAP.

.....  
 \* This information was taken from the promotional products monitor of GWW.

# AS MULTI-FACETED AS THE TEXTILE CHAIN.

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**textile**network

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The markets demand more quality, safety, sustainability and social responsibility from companies. With supplier audits, i.e. systematic and well-thought-out controls with subsequent implementation of improvement proposals, they can meet these requirements. Audits not only bring flaws to light, they also trigger developments and generate benefits along the entire supply chain.

Focus

**SUPPLIER AUDITS**

# Catalysts of sustained





Global sourcing is taken for granted these days. The industry also obtains its products from numerous countries and thus exploits the opportunities of global economy. Its greatest risks include a lack of transparency along the supply chain – with

all the consequences that, in the worst case, can cost companies money and even their reputation. Importers and manufacturers who adhere to the old adage “trust is good, control is better” are therefore basically on the right track. Supplier audits are important milestones along this path which must be pursued by companies that take corporate social responsibility (CSR) seriously. Audits are more than simply control instruments. Rather, they are well-thought-out programmes that create transparency in the value-added chain by identifying the supplier’s status quo in order to reveal deficiencies – or to accredit good suppliers. In this respect, audits contribute to the responsible procurement of goods and services and help to improve the ecological and social standards of the supplier. Here is an overview of the different types of audits, their implementation and their benefits.

### Finding the right concept

With the help of audits, companies are examined to ascertain whether processes, applied requirements and guidelines meet defined standards. Audits are conducted by specially trained auditors. The auditor, for example, examines the documentation or the processes in the company using the audit plan and prepares an audit report with his findings and recommendations. Following a successful audit, a certificate can be issued. Depending on the audit programme, further audits may be undertaken to either review the implementation of the recommendations or to audit the company at fixed intervals once the certificate has expired. For example, in the case of an ISO 9001 certification, the certificate is valid for three years. There are many audit concepts in the marketplace and it is certainly not easy to identify an optimal concept. Experts such as Intertek can assist here – with a risk analysis, the selection of a suitable audit programme as well as with its implementation. As one of the world’s largest providers of audit solutions, Intertek is accredited for many audit programmes.

*continued on page 26 >>*

# development

&gt;&gt;

## Typing audits

Various criteria are used for typing audits; A distinguishing feature is the subject of an audit. Accordingly, we speak of a quality audit, social audit or sustainability audit. A quality audit is a systematic, independent investigation to determine whether the quality-related activities and the related results meet the planned requirements, and whether these requirements are effectively implemented and appropriate to achieve the objectives. The quality management of companies is assessed. Examples: ISO 9001 (Quality Management System), Intertek SQP (Supplier Qualification Program). Sustainability audits focus on environmental issues. For example, the use of resources, minimisation of waste, safeguarding and improving the quality of the environment are examined. Examples: ISO 14001 (Environmental Management System), Intertek TGI (Think Green Initiative) Whilst a system audit is used to examine a complete system (for example, a quality management system), a process audit is only used to audit a specific process (for example, a procurement process or a production process – as part of the quality management system). In the case of a product audit, as the name suggests, a product is audited. A social audit is a process for assessing company performance and behaviour as well as for measuring its impact on society. A social audit can be used to create a measure of the social responsibility of a company. Examples: BSCI, SMETA, Intertek WCA (Workplace Condition Assessment).

## Initiatives of companies and industries

Audit programmes can be used for different industries but there are also sector- or industry-specific audits. Some large companies have developed their own audit programmes which often contain modules of different audit subjects and relate to the topics and products of the companies. Examples include the audit programmes of Coca Cola and McDonald's. Or the "Together for Sustainability" campaign of the chemicals industry, which was established in 2011 by the chemicals companies BASF, Bayer, Evonik Industries, Henkel, Lanxess and Solvay to improve the sustainability of the supply chain. In the meantime, Akzo Nobel, Arkema, Brenntag, Clariant, covestro, DSM, DuPont, Eastman, IFF, Merck, syngenta and Wacker have joined the initiative.

## Market demands clean products

Particularly in recent years, in addition to product safety and quality, the working conditions in the factories of production countries have also become the focus of attention. Many multinational corporations and manufacturers from industrialised countries produce in so-called "sweat-

shops" in order to reduce unit labour costs. People there work for low wages, without contracts, occupational health and safety cover and in some instances under catastrophic (safety) conditions. The ruthless and inhuman exploitation which workers' movements successfully fought against at the beginning of industrialization in Europe continues to exist in many parts of the world, both in industry and in agriculture. However, a certain degree of consumer awareness is emerging, albeit very slowly: Consumers no longer want to buy products that have been produced under such circumstances; the demand for "clean" products is increasing. An increasing number of corporations recognise their obligation to review their supply chain and have their suppliers audited – even if they are not particularly serious about it and do not take this task particularly seriously. However, the pressure of the consumers and the market is growing and all that counts is the result. Even if, in the end, only a fraction of the people are better off than before, something has been achieved. A viable way to achieve this is by using social audits.

## Social audits as developmental impetus

Social audits question the working conditions at suppliers. Auditors check whether children or involuntary workers are employed, whether employees are disadvantaged



## Corporate Social Responsibility (CSR)

**CSR is an Anglo-American (normative) key concept of corporate ethics which addresses the question of corporate social responsibility. CSR is interpreted very differently in science and practice. CSR is seen not so much as a clear management concept but as a guiding idea which must be defined specifically for the company. (<http://wirtschaftslexikon.gabler.de>)**

**CSR refers to how profits are generated and not what happens with them. It is not about donations, sponsors or so-called good deeds. Unlike corporate citizenship (CC), CSR is not an additional activity, but a way of operating core business: environmentally friendly, ethically and in a socially responsible way, and at the same time in an economically successful way. This is emphasised by business economists as well as by the European Commission. It means doing business as sustainably as possible. New business models are required for corporate responsibility. CSR calls for voluntary measures and a reorientation of the core business to sustainability, which goes well beyond legal requirements both at home and abroad. ([www.nachhaltigkeit.info](http://www.nachhaltigkeit.info))**





on the grounds of religious affiliation or gender, and whether or not wages are paid correctly. Further questions include: Is protective equipment available for the workers and is there access to fresh water? Would medical care be sufficient in the case of an accident? Does the company discharge toxic waste water or fumes without filters? Does the company respect the local laws or does it ignore regulations? These and many more questions are examined in audits and answered in final audit reports. On request, a “corrective action plan” which lists the negative points and makes suggestions for improvement is drawn up following a social audit. The extent to which the audited supplier is willing to implement concrete suggestions for improvement can now be seen. Of course, the implementation of the recommendations must be verified, for example, by means of further short-term audits aimed only at the implementation of the corrective action plan.

### Risk analysis as a first step

How should a company that wishes to demonstrate genuine responsibility and to audit “many” of its suppliers proceed? Often, the volume to be processed is a real challenge. For example, by their own account H&M has 1,650 suppliers, BASF has 6,000 suppliers worldwide for raw material procurement alone, Daimler AG has 20,000 suppliers and Wal-Mart has more than 100,000 suppliers for “parts, packaging and technical components”. Even companies beyond corporate groups of this size easily have several hundred suppliers. Of course, you do not simply start with supplier A and work through to Z. In the initial step, the suppliers are first analysed in terms of risks, identifying those with the highest risk. This is done, among other things, by answering the following questions:

- ?** Does my supplier come from the EU and is he thus obliged to comply with all EU laws? Or does he come from a region in which laws exist but implementation is often inadequate?
- ?** Is the region which the supplier comes from known for violations of social responsibility issues?
- ?** Is the supplier one of my main suppliers? Would it hurt me if he failed the audit?
- ?** Are the supplier’s products easy to manufacture, e.g. by unskilled workers, or is specialisation necessary?
- ?** Are the products or production dangerous?

These and other questions are helpful to classify suppliers from “high risk” to “low risk”. It is sensible to deal first with the suppliers which represent a high risk.

### Danger of manipulation

Every professional audit can be manipulated, and this is attempted again and again: For instance, factory managers try to bribe auditors, they hide child labourers or alter documents. Nobody is immune to criminal energy and lies, as is demonstrated by practical examples from the recent past. Ultimately, defective products produced by unqualified workers will at some point be detected. Or when local auditors repeatedly hear ‘rumours’ in the region that a worker was fatally injured again. When factories have the reputation of being “unsafe” or when it is known that wages are always paid too late. This is why Intertek auditors in India have become accustomed to getting up on the roof during their factory audits. It is often the case that child labourers are hidden on the factory roof. Even factory managers sometimes play cat and mouse with auditors. However, it is clearly visible that the majority of manufacturers consider auditing to be a necessary measure to sell their products.

### Significant progress

In discussions about the impact and benefit of audits, the question often arises as to whether audits really achieve anything. The answer to this is a resounding yes: despite black sheep and undetected manipulations, overall audits create greater transparency and security in one’s own value-added chain and help to improve the working environment and ultimately the living standard in the production countries. A look at the economic history shows us that former low-wage countries such as South Korea, Singapore and Hong Kong have continued to develop. South Korea’s per capita annual income was 500 dollars in 1960, and today it is 20,000 dollars – whereby such figures are relative depending on the price level. Since the beginning of the 90s, 800 million jobs have been created worldwide, many of them in sweatshops. It is precisely for this reason that some argue that it is counterproductive to boycott clothing made in sweatshops. In Europe, it took 40 years for the average income to double. The countries of South-East Asia needed 10 to 15 years to achieve this. Overall, however, not only has the wage structure improved, but working conditions and product quality have also made significant progress. At least according to the experts. <





Warm days are the ideal time for carefree **activities** outdoors. In this relaxed atmosphere, promotional messages on **attractive products** have an even more emphatic impact.

### Everything in view in a click

Since October 2016, the PSI Journal has appeared in a new look that makes it more reader-friendly. In addition, the featured products are provided with a short URL that takes you direct to the PSI Product Finder, the largest European promotional products database. This enables you to directly access the manufacturer or the presented product online, and obtain all the important information easily and quickly.



PSI 41334 • WISA Enschede B.V.  
Tel 31 53 4611515  
office@wisa.nl • www.wisa.nl  
<https://www.psiproductfinder.de/ywymyj>

## Dinner is served

The Dutch company Wisa Enschede B.V., originally only at home in the balloon sector, expanded its portfolio to include those very popular food flags / cheese pickers many years ago. Other paper items for the advertising sector and festive events are also available, such as paper plates. All items are perfectly and hygienically produced and packed on the most modern, fully automatic machinery.



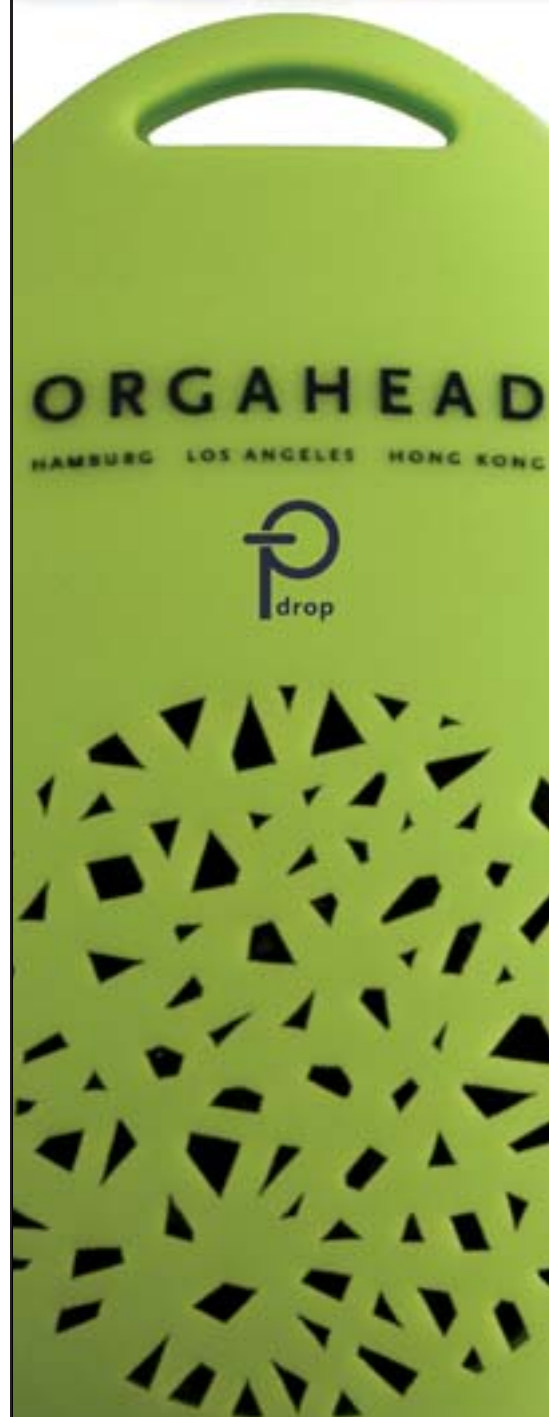
PSI 48078 • Wera Werk  
Tel +49 202 4045144  
matuschek@wera.de • www.wera.de  
<https://www.psiproductfinder.de/mwy3zw>

## Inimitable handle

There is probably no faster nor more ergonomic way to open a bottle than with the new bottle opener from Wera. The Wera, with its typical power-shaped handle, proves to every connoisseur that the owner puts value in high quality and has lots of fun at work. A good combination to quench thirst with the greatest pleasure. They can be delivered with a customer-specific logo on the handle on orders of 500 or more.

**ORGAHEAD**  
Corporate Solutions

info@power-drop.de  
www.orgahead.de





## Always chilled

Sun and heat: It's time to be outdoors! With the „Stralsund“ party cooler bag from Easy Gifts, all drinks brought along stay invigoratingly fresh for a picnic in the countryside or on the beach. The cooler bag is made from 70D polyester, PEVA and steel. It includes a bottle opener and can be finished using silkscreen printing on the centre pocket. The bag is delivered individually packed in a polybag.



## For all purposes

Toolex, the mini tool from Troika, has the right answer to meet the challenges of everyday life. The mini tool is a keychain, bottle opener, knife, screwdriver, scissors and carabiner in one. Made from tough 420 steel in black, Toolex is designed for those who like to have a complete solution for everything in the bag.



## Effective advertising vehicle

The Lichtkraft LED event foam party stick from Krüger und Gregoriades is ideal for concerts, events, and parties, and can be used both inside and outside. Featuring three different power colour effects, the lamp can be easily switched on and off using a switch on the base plate. Thanks to its white foam materials, this effective promotional product is flexible and pliable. Batteries are included. It comes in units of 240 packed in a plastic bag.





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<https://www.psiproductfinder.de/ngq4mj>

## Revel with the PartyEnte duck

The StadtEnte from the mbw Schnabels troop is trendy at every party and a sought-after guest. The sign it carries can bear the name of the city currently hosting it, or customized printing, such as with the name of the guests at a party, as an alternative place card. Or as a going-away gift. Or beforehand as a reminder of the date: save the date. Upon request, the Schnabels, which are provided with design protection throughout the EU and are TÜV-tested, can be gifted in a transparent plastic box.



PSI 45737 • Giving Europe GmbH  
Tel +49 421 596597-32  
nicolakoehler@givingeurope.de  
www.givingeurope.de  
<https://www.psiproductfinder.de/nda1nt>

## Picnic on a soft blanket

Shower is the name of the practical fleece picnic blanket from Giving Europe. It is delivered to the customer together with a case with shoulder strap for ease of transport. The picnic blanket measures 1.2 by 1.3 metres. The underside is coated with PVC to prevent the blanket from becoming dirty or wet. Available in green, blue, red, orange and light blue, the Shower can be promotionally customised by using pad or screen printing.



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www.givingeurope.de  
<https://www.psiproductfinder.de/nda1nt>

## Fashionable arm decoration

The Color-Line armband from Giving Europe functions as a good recognition feature, especially at events, and is a fashionable eye catcher. Color-Line comes in many great colours, in white, orange, red, pink, cobalt blue and light green. It is made of silicone, so it is very pleasant to wear. The inwrought metal accessory is a clever detail that underscores how attractive the armband is. Advertising is applied upon request by means of laser engraving.



## Stylish reversible jacket

Macma Werbeartikel is currently offering a stylish two-tone, phthalate-free reversible raincoat made of PVC in the corporate fashion and outdoor looks segment. Available in the standard size XL, the garment features press studs and a hood. The Franconian-based company can print the desired advertising message on the left chest side of the yellow, green or black side. Multicolour printing is also possible on request.



## Youthful trend

Bühring is presenting the "SchuhSchön" shoelace decoration in the shape of wings or lightning as a youthful trend. Additional motifs according to customers' specifications can also be supplied. Appropriate tools are needed for individual shapes. The item is offered in pairs packed in plastic bags. This natural material comes in a large number of upbeat, as well as subdued colours. The production is project based and uses wool felt in compliance with the Oeko-Tex standard – Made in Germany. Screen printing transfer or embroidery is recommended for applying advertising to wool felt. The delivery period amounts to four to six weeks.

-Advert-

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PSI 45974 • Multiflower GmbH  
Tel +49 6223 866560  
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<https://www.psiproductfinder.de/nzq2zj>

## The combination is what counts

The BBQ-Box from Multiflower contains barbecue spices and sea salt for preparing hearty food. A reusable wire grill on which meat or vegetables can easily be skewered is included especially for grilling or frying in a pan. Everything comes packed appealingly and conveniently in a gift box. Space for printed advertising is available on the standard motif of the package. The package itself can even be individually designed on orders of 250 or more.



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

## Enticing scents

Extra-long matches with individual scents can be ordered from KM Zündholz. This means that the manufacturer gives them the specific scent desired by a customer. The matches are 200 millimetres long and especially well-suited for safely lighting barbecue fires and candles. One box contains around 40 matches. The delivery time amounts to four weeks after they are cleared for printing. Orders as small as 500 can be supplied.



PSI 41614 • KM Zündholz International  
Tel +49 6226 920260  
info@KMmatch.com • www.KMmatch.com  
<https://www.psiproductfinder.de/zwnjot>

## Jamie Oliver suggests

Why not – the Jamie Oliver Grill from the End of Year collection at PF Concept goes along with anything. What is to be grilled is protected under a high-quality cover with perfect air circulation. The robust steel frame can withstand cold, heat and moisture. Thanks to the lockable handle, the grill is easy to transport and keep safe. The English star chef's design coal grill is an ideal (Christmas) present for particularly esteemed corporate customers or employees, and can be finished individually by PF Concept upon request.



The PSI logo consists of a blue stylized arrow pointing right, followed by the letters 'PSI' in a bold, blue, sans-serif font.

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[WWW.NEWWAVE-GERMANY.DE](http://WWW.NEWWAVE-GERMANY.DE)



PSI 48636 • Ballprint • Tel +49 40 30059139  
 info@ballprint.de • www.ballprint.de  
<https://www.psiproductfinder.de/mzk3mj>

## A fun sport takes over Europe

Ballprint is well aware that football billiards, also known as soccerpool billiards, is the new sports fad taking over Europe and is offering the required billiard footballs in the finest quality. The game is played on an oversized billiard table with real footballs. As in pool, these consist of seven stripes and seven solids plus the black eight ball. In contrast to the numbered balls, the white ball is a 'low bounce' ball. The football sets are available immediately ex stock. Customised production with a specific logo is possible on orders of five sets or more.



PSI 42907 • Inspiron GmbH  
 Tel +49 421 5227-0  
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<https://www.psiproductfinder.de/ndbmj>

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## For a picnic, food & the like

Everyone would love to receive the wicker picnic basket „Richmond Park“ from Inspiron. For a perfect dinner in the nature or as a gift basket under the Christmas tree, the woven basket is designed for four people. Picnickers will be enthused by the ceramic plates, stainless steel cutlery and wine glasses made of plastic in four versions. When opening a wine bottle, the attached waiter's friend will come to the rescue. The salt and pepper shakers made of stainless steel give the outdoor buffet extra spice. A look into the basket is well worthwhile because the decorative lining is made of 100 per cent linen. The internal fixing straps ensure that everything stays in its place during transport. And for a romantic picnic for two, Inspiron also offers the small wicker basket „Sunset Park“



# Weihnachts-Ideen-Haus



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4023-1  
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## Bottle Promotions

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- Partly serrated blade
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### MULTITOOL 107600

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EMAIL [info@herbertz-solingen.de](mailto:info@herbertz-solingen.de)  
WEB [www.herbertz-solingen.de](http://www.herbertz-solingen.de)





PSI 46887 • Römer Wellness  
Tel +49 6541 812950  
info@roemer-wellness.de  
www.roemer-wellness.de  
<https://www.psiproductfinder.de/mzu5yz>

## Summer feelings guaranteed

The new set called Flora from the company Römer Wellness brings back summertime. It coddles customers with 300 millilitres of shower gel, 180 millilitres of body lotion, 140 grams of bath crystals and an Eva sponge. The marvellous scent of flowers with a slight hint of mint supports the feeling of summer. The lovely basket made of water hyacinth can continue to be used as a decorative container for bath utensils and thus leaves a lasting impression with every customer. The set can be finished with a label or hangtag.



PSI 41259 • Lehoff Im- und Export GmbH  
Tel +49 40 5296070  
info@lehoff.de • www.lehoff.de  
<https://www.psiproductfinder.de/odywzt>

## Grill fun

The Edson barrel BBQ from Lehoff is something for real men: XL grill for XL grilling fun! The painted multifunctional barrel can be used both as a grill and as a party table. The chrome-plated adjustable grill has two positions and measures 47.5 centimetres in diameter. The enamelled grill pan is absolutely heat-resistant and scratchproof. It also features an integrated ash receptacle.



PSI 42772 • Xindao B.V.  
Tel +31 70 3199900  
deutschland@xindao.nl • www.xindaom.com  
<https://www.psiproductfinder.de/mwuxmj>

## Twisting the night away

While you are enjoying a fun evening in your garden, sometimes you lose track of time. It is getting dark and you don't want to go inside just yet. These fun little Twist Lamps from Xindao are a great solution. They bring new light to any party. You simply need to twist the lamp to turn on the light and can continue to enjoy the evening for many more hours. Our Twist lamps are available in five happy colors. Further details direct at Xindao.



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# IMPRESSION 2016 Season gifts



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www.exclusive-gifts.de  
<https://www.psiproductfinder.de/njm2zd>

## For avid gardeners

The Moleskine for all avid gardeners is now available: The Moleskine Gardening Journal gathers information on plants and pots, climate zones, nurture notes and planting grids. The notebook is divided into five predetermined thematic sections and five freely customisable sections. People with green fingers will thus immediately find what they are looking for. So do not hesitate to surprise your customers with a very special notebook in time for the new gardening season. Possible finishings include screen printing on endpaper, an individual paper sleeve or an inlay card.



PSI 46626 • Global Innovations Germany  
GmbH & Co. KG • Tel +49 6502 930860  
info@globalinnovations.de  
www.globalinnovations.de  
<https://www.psiproductfinder.de/y2u1ym>

## Saying it with flowers

The garden stakes from Global Innovations are just right for conveying an advertising message. Designed with individual shapes, colours and materials, they are an ideal way to present advertising. To round off the promotion, the in-house innovation team checks in detail which promotional products can be additionally made in a specific special shape.



PSI 45737 • Giving Europe GmbH  
Tel +49 421 5965970  
kontakt@givingeurope.de  
www.givingeurope.de  
<https://www.psiproductfinder.de/nda1nt>

## Wide range of colours

The article posted by Giving Europe is about „Fantasie“ sunglasses made of sturdy plastic. Trendy sunglasses make it possible to enjoy summer even more. There is a great choice of colours: blue, white, black, red, yellow, pink, orange, green, grey. And all the glasses protect against the strongest sunrays. Imprinting is done using pad printing.



Die Handschrift der Werbung



PSI 47578 • Gimex melamine plus GmbH  
Tel +49 2204 402922  
gimex@gimex.de • www.gimex.de  
<https://www.psiproductfinder.de/ntlknw>

## Exceptionally good

Gimex and its indestructible products are ideal for outdoor camping and gardening. The promotional message leaves a lasting impression on the customer and ensures greater customer loyalty. The brand is integrated into the daily life of customers and associated with the value of the product. Almost all the high-quality Gimex products made from melamine and other plastics can be custom printed for any type of project. Products made from melamine plastic boast a porcelain-like substance and exceptional features such as food-safe tested, tasteless and odourless, BPA-free, hard surface, break-resistant, low noise, dimensionally stable, easy to clean, dishwasher safe, freezer-proof and high-quality finish. More information can be found at Gimex.



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0-9190

ELEGANCE GO  
0-9190 GO



ETUI  
0-0917





PSI 42706 • Kalfany Süße Werbung GmbH  
Tel +49 7643 801-0  
info@ksw24.com • www.suesse-werbung.de  
<https://www.psiproductfinder.de/nty5nt>

## Simply cool

Cool Ice from Kalfany Süße Werbung – refreshing cool mint and velvety-soft rounded peppermints deliver the perfect fresh experience as an enhancer for promotional messages that are intended to communicate dynamics, freshness and energy. The cool mint evokes not only a zest for life, it is also a truly light sugar-free refreshment. Available as a give-away, the Cool Ice lozenges come in white or crystal clear promotional bags and can be designed according to individual wishes and ideas. (Almost) as quickly as the peppermint refreshes every breath is the express delivery to the customer.



PSI 42487 • Reflects by LM Accessoires GmbH  
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## DST – Gardening time

Reflects has the perfect accessories for a summer atmosphere in packs of four. Reflects-Aracuja is a decorative eye-catcher in the old American style for a soft drink or cocktail on warm days. The stand holds four glasses with a stainless steel lid. Four colourful, reusable straws are included. A standard refill fits in the silicone opening. The opening can be closed to prevent the intrusion of unwanted insects. The glasses have a capacity of 350 ml and can be finished using laser engraving or impressive doming.

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promo@scsg.ru • promo.scsg.ru  
<https://www.psiproductfinder.de/zmfmd>

## Football Shape Bag

Small volume and large capacity! This portable bag when folded has a shape of a football ball and when unfolded turns into a large duffle bag. The special shape is made with durable EVA material. And for large orders you can order any shape. The folded bag is very compact and it saves space. It is a great choice for sport and outdoors activity lovers and even more, for any emergency and unforeseen conditions.



PSI 42634 • Pruner Werbemittel  
Tel +49 7644 1063  
info@pruner-werbemittel  
www.pruner-werbemittel.de  
<https://www.psiproductfinder.de/mgvjyw>

## Eye catcher

The car sunshade from Pruner Werbemittel lets you always park in the shade. These sunshades provide for a pleasant temperature in the interior of the car even when the sun is shining brightly. What is more, the sunshade is an excellent promotional product. The huge, conspicuous advertising space offers lots of room for clever advertising messages, which moreover can be spread around everywhere free of charge. The advertising impact is huge and very effective. The products are available in a summer-winter design.



## Exotic fruit delight

In order to ensure that vegetarians do not have to go without fruit gums, Kalfany Süße Werbung has created the „Exotic veggie fruits“ in IFS certified production: even without animal gelatine, the fruit gums stay nice and soft, juicy and fresh – a great treat for the senses! Nobody therefore has to go without tasty fruit gums. In addition, the bags can be supplied as a compostable foil. It is biodegradable and conserves resources and the environment in a sweet way. They can be delivered custom-printed to environmentally conscious customers within 15 working days after approval.



## Refreshing effects

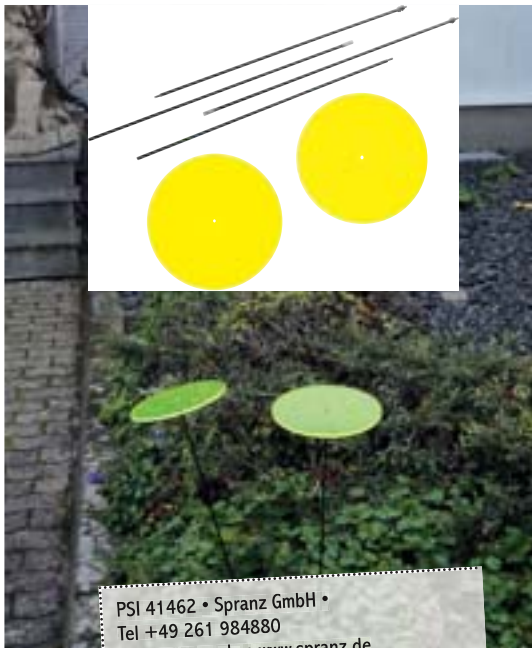
The beer keg cooler from Göckener can be stored in the freezer to save space and is thus ready for immediate use. Manufactured from PVC-free EVA film, it is filled with cooling gel that is flexible up to -18°C. The incorporated insulating foam ensures that the coldness is evenly distributed inwards and that the beer is optimally cooled down and kept cold. The full-surface printable inserts in photorealistic print quality increase the awareness of the beer brand, support the range of products or services, transfer a positive image and can be used over and over again. The beer keg cooler is available in 5-litre and 11-litre versions. An ideal party companion and a great give-away.



## Summer night with lantern flair

The lantern with LED light from Krüger & Gregoriades is ideally suited for the garden, balcony and leisure time. Assorted in 6 colours (green, blue, purple, yellow, orange, red), it is supplied with a tensioner and clip for hanging and packed in a PE bag with header card (the two required AAA batteries are not included).





PSI 41462 • Spranz GmbH •  
Tel +49 261 984880  
info@spranz.de • www.spranz.de  
<https://www.psiproductfinder.de/zjqxnt>

## Glowing accents

Spranz GmbH has a very beautiful solution in its product range to brighten up the garden/flower box/plant tub with natural lighting effects: the Metmaxx DekoObjekt with the fine-sounding name of MyGardenLight. This consists of two garden slices that provide brightening light accents with natural daylight even on overcast days and will delight every customer. The set comes in a design box, including stalks that can be screwed together.



PSI 49090 • Die Stadtgärtner • Tel +49  
5921 7119344  
diestadtgaertner@gmail.com • www.  
diestadtgaertner.de  
<https://www.psiproductfinder.de/mtqynm>

## Blossoming business

The city gardener has only one goal: to throw out seed bombs and eliminate unused plots of land, thereby making our world greener for a long time to come. The little balls consist of soil, clay, and domestic seeds, and are rolled by hand. Whether one or more seed bombs at a time, the various packaging possibilities offer lots of room for individual printing. The city gardener stands for promotional products that grow, sustainability, and blossoming business.



**BUSINESS ADVENT CALENDAR**



**SPORT CHOCOLATE**  
ADVENT CALENDAR

→ approx. 248 x 346 x 10 mm



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→ approx. 207 x 146 x 10 mm



**CLASSIC CHOCOLATE**  
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martin.kozubek@sale-ostrava.cz  
www.sale-ostrava.cz  
<https://www.psiproductfinder.de/mwu3yt>

## On the beach

You will be immediately reminded of this song by Chris Rea when you see the new beach bags from Sale for the first time. These products are made of especially high-quality nylon, which gives them a long service life. In addition, the bag is very easy to care for. The arrangement of the inside compartments is ideal for keeping in place all those utensils that are indispensable for a day at the beach. The bag can be customized in several colours. The material, colour and shape can be modified on request.

## Authentic and individual

For the 2017 gardening season, Esteras by Emsa has extended its successful NatureLite product line to include planters with impressive new colours and finishes. With the appearance of ancient stone and coarse-pored basalt, they create the illusion of real natural stone surfaces, but thanks to high-quality fibreglass mineral composite they are up to 70 per cent lighter. As if carved by a stonemason, the new collections Basalt Grey and Black Basalt appear in a timeless natural stone look. Straight-lined vessels in timeless grey and black offer a myriad of design options for interior and exterior use. The successful range of NatureLite XXL tubs is also complemented by the design classic Berry in modern lead optics.



PSI 40909 • Macma Werbeartikel oHG  
Tel +49 911 9818133  
verkauf@macma.de • www.macma.de  
<https://www.psiproductfinder.de/n2i4nd>

## Stay clean!

Some people are drawn to the water in summer, others prefer their garden. In order to ensure that the garden provides an appropriate setting for intimate gatherings, it must also be maintained. Macma offers appropriate gardening gloves for avid gardeners with clean hands (which can of course be useful in the household). They are made of polyester and cotton and have a non-slip inner side. Advertising can be printed on the edge.





PSI 47734 • XXD Produktdesign GmbH  
Tel +49 7543 500801  
info@xxd.de • www.xxd.de  
<https://www.psiproductfinder.de/ndywm>

## Friendly dickybird

A friendly dickybird called Astwart, who always greets everyone cheerfully, is a tree decoration from XXD. Whoever decorates his favourite tree with the reflections of Astwart is a guardian of the fat balls in winter and thus takes care of his conspecifics. It is available in the colours red, orange, green with light edge and white. It comes with a card in a polybag as a gift pack including rubber.



PSI 44062 • Kolb Import & Export  
Tel +49 40 2500048  
kolb-imex@web.de  
www.kolb-imex-global.com  
<https://www.psiproductfinder.de/yjilmt>

## Clever ice cube ideas

The reusable ice cubes from Kolb, provided with a product or company logo, are an especially clever idea for serving fresh beverages at the right temperature. The product keeps the liquid chilled five times as long as fresh ice cubes. The reusable ice cubes are simply chilled in the freezer compartment before use, and are made of a tasteless material that will not take on any extraneous flavours.

# Lanybook®

EINZIGARTIG  
IN AUSSTATTUNG,  
QUALITÄT UND  
DESIGN.



Das Lanybook ist einzigartig in Ausstattung, Qualität und Design. Kein anderes Notizbuch bietet diese Art der Werbemöglichkeiten. Die Kombination aus Lanyband und dem patentierten Lanybutton machen es spannend und atemberaubend zugleich.

## Lediberggroup

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COLLECTION

apple  
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Lanybook® Castelli  
digital solution

Lediberg GmbH | [www.lediberg.de](http://www.lediberg.de) | [info@lediberg.de](mailto:info@lediberg.de)





PSI 48489 • Dorling Kindersley Verlag GmbH  
Tel +49 89 442326-228  
b2b@dk-germany.de •  
www.dorlingkindersley.de  
<https://www.psiproductfinder.de/owjhot>

## Summer as brand ambassadors

What would a summer be without parties? Without mild evenings you spend together in small or large groups? In a specially prepared brochure about summer themes, DK Verlag shows how this alluring theme can be used for customers – from light, tasty recipes for exhilarating, summery drinks through to the perfectly colourful party decoration. Format, size and packaging are as varied as the range of subjects and can be tailored according to the customer.



PSI 46051 • Reda a.s.  
Tel +420 548131125  
b2bsales@reda.cz • www.reda.info  
<https://www.psiproductfinder.de/yzg0od>

## Picnic in style

Make your summer day special with our stylish picnic basket Megali from Reda and take your family, friends, boyfriend or girlfriend for a great romantic picnic. And then there is the bonus, picnic basket full of fresh bakery, cheese, fruits, cakes and luxury wine. All of this can be packed and easily carried thanks to this lovely blue and white striped basket that is big enough, has a firm bottom and is foldable, so once empty it will save your space. It is also very practical while shopping in the outside market place.



PSI 41259 • Lehoff Im- und Export GmbH  
Tel +49 40 5296070  
info@lehoff.de • www.lehoff.de  
<https://www.psiproductfinder.de/odywzt>

## The ultimate in flying fun

The Gyroflip quadcopter from Lehoff provides for the ultimate in flying fun! Its four powerful rotors lift the small, lightweight quadcopter into the air as if on its own. The integrated gyroscope ensures a stable flight attitude and especially agile flight manoeuvres. Thanks to the installed LEDs, you can always tell back from front. If an unplanned crash should occur, the rotor blades can be quickly and uncomplicatedly replaced with the spare blades that are included. It comes with detailed operating instructions.

# SŁODKIE UPOMINKI

*Send your **chocolate**  
Merry Christmas greetings!*



SŁODKIEUPOMINKI.PL

 **Inobilia**  
PREZENTY ZE SMAKIEM

*Unique Christmas baskets, chocolate and spicy  
specialities served in original packaging.*



SŁODKIEUPOMINKI.PL





PSI 47558 • E-Z UP Europe B.V.  
Tel +31 30 6354115  
psi@ezup.com • www.ezup.com  
<https://www.psiproductfinder.de/mjrimt>

## Best in the class

The completely new Eclipse folding tent from E-Z Up is the best folding tent there is, according to the manufacturer. But choosing one is difficult, because there are 25 colours available for the roof and eight new colours for the frame. This universal folding tent can be customized with the E-Z UP Award-Winning printing for skilfully drawing attention to a brand, an organization, a person or a team.

– ADVERT –

**PSI** 10<sup>th</sup> – 12<sup>th</sup> January  
Düsseldorf 2017  
The Leading European Trade Show of the Promotional Product Industry

Book your ticket now!

As of right now registered PSI distributors can invite their customers to PSI 2017.

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



PSI 46204 • Axpól Trading sp. z o. o. sp. k.  
Tel +48 61 659 88 00  
info@axpol.com.pl • www.axpol.com.pl  
<https://www.psiproductfinder.de/nzdjyj>

## Light up your evenings

Planning a picnic, camping, weekend getaway from the city, evening under the stars or just a garden BBQ? Air Gifts Outdoor Pro-Motion collection from Axpól has a product that you can take wherever you go and stop worrying about the lack of electricity. Easy to use, portable light and torch V9487 is powered by batteries, has 2 lighting modes and convenient carabiner hook to hang it anywhere you need. To make the gift even more special we can add company's logo in our in-house personalization centre.





PSI 49770 • Smartplates  
Tel +31 33 4567373  
info@smartplates.nl • www.smartplates.nl  
<https://www.psiproductfinder.de/yjyznm>

## Skilfully served

Many an accident at barbeques or celebrations can be prevented with the clever paper plate holders from Smartplates. Hardly have you been served your tasty steak when suddenly it is lying on the ground because the paper plate simply doesn't hold up to its promise. The holders can be used as often as desired and cleaned in the dishwasher after use.

Ab 1000 Stk. Sonderformen nach ihren speziellen Wünschen



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www.floerke.de • eMail: info@floerke.de



## China is gaining momentum

Despite negative growth forecasts, the Chinese economy is gaining momentum. There has been a noticeable increase in industrial production as well as retail trade and construction. The manufacturing industry increased its production by 6.3 per cent compared to the same month last year. State infrastructure investments as well as the construction boom drove the demand for building materials. There is also a revival of the steel industry, the latter having reduced its capacity for a long time. Investments in facilities such as factories rose by 8.1 per cent, slightly more than expected. Investments in real estate rose by 6.2 per cent. With 6.7 per cent economic growth, China has achieved its target of 6.5 per cent to 7 per cent. Nevertheless, the question remains how the structural change and the consequences of Brexit will impact the second largest economy in the world in the medium term.

### Economy



### Trotec Laser

The Trotec-Gizmo team in Mexico.

## New subsidiary opened in Mexico

Trotec Laser GmbH has further intensified its activities in South America. In this connection, Trotec has acquired the former distributor Gizmo S.A. in San Francisco del Rincón, León. Gizmo is regarded as an established and successful distributor of laser machines and engraving materials, making it an adequate partner for the sustained expansion course of the manufacturer of laser system solutions and laser equipment for labelling, cutting and engraving diverse materials and laser-engraversable materials from Austria. "Active customer proximity and optimum service continue to have top priority in laser processing", says Andreas Penz, managing director of Trotec Laser, emphasising the importance of expansion. "With this acquisition, we will become the leading supplier of laser devices and materials in fast-growing Latin America and expand our global presence." [www.troteclaser.com](http://www.troteclaser.com)

## Higher freight rates

As was to be expected, the Korean company Hanjin became the first major shipping company to collapse a few weeks ago. About 80 ships of Hanjin were not operating mid-September. Although the number of vessels not operating represents only a fraction of the global container ship fleet of 6000 ships, the situation has already had an impact on freight rates: in the first week following the insolvency, the freight rates between Asia and North Europe rose by nearly 40 per cent, and between Asia and the USA by more than 50 per cent. Other cargo areas are now affected, including routes between Asia and the Mediterranean. The loss of the vessels is causing a noticeable drop in capacity and a temporary market adjustment that benefits the competitors in the form of higher freight rates. In the medium term, the Hanjin vessels may sail again after resale or recovery by the creditors, so that the immense overcapacity under which the market has been suffering for a long time is unlikely to be reduced. For importers, this would mean that the higher freight rates would not last.

### Hanjin collapse





## BeNeLux sales office opened

At the end of September, Sprintis opened a sales office in Wormerveer, north of Amsterdam, thus heralding its entry into the Dutch market. The company for printing and promotional needs has asserted itself well in Germany with numerous competitors and can offer attractive prices. With over 6,000 pallet spaces, all products are in stock in large quantities and can be delivered at short notice. The company has secured the services of Paul Spitzen and Francis Hoogmoed, two familiar faces with years of experience in the Dutch printing industry. According to Christian Schenk, Managing Director of Sprintis, "All business is local", adding "it is important that employees communicate in the native language and be able to visit customers. At the end of the year, our 3,000 offered articles will be available at [www.sprintis.nl](http://www.sprintis.nl)." [www.sprintis.de](http://www.sprintis.de)

**Sprintis**

Left to right: Christian Schenk, Managing Director of Sprintis, with Francis Hoogmoed and Paul Spitzen.

## Personal data

### New key account manager

Victorinox, a Swiss manufacturer of pocket and household knives, focuses on products of the highest quality. In order to be closer to the market, they are further expanding their key account management in the area of promotional products. Yves Dähler is joining the seasoned team and will take care of customers in Switzerland, Germany and the Benelux region. [www.victorinox.com](http://www.victorinox.com)

**Victorinox**



### New task

On 1 September Thomas Hertranft took up a new challenge: He will set up and be responsible for the promotional products trading division of the Kiel-based Neumann Group. Thomas Hertranft previously worked in various sales positions at Lediberg GmbH for more than 24 years, since 2007 as managing director. [www.neumann-wolff.ag](http://www.neumann-wolff.ag)



**Neumann Wolff**

## Change in management

After five years of professional collaboration with Patrick Döring who will be left ACAR Europe on 15 October 2016, Zekeriya Acar, Chairman of the Board of ACAR Global, has appointed Luisa Porges as the new site manager. "With the new management and the new team colleagues of Luisa Porges, we have even higher expectations in the future. We are indebted to Patrick Döring for his successful work during the past five years and wish him every success in his new career", said Zekeriya Acar. For the past 36 years, the ACAR Group with its headquarters and production centre in Istanbul has been operating globally in five countries with marketing offices and services for manufacturing books and paper products under the Arwey brands. Over the past three years, ACAR has been expanding and has extended its portfolio to include the production of boutique boxes as well as the manufacture and processing of leather. [www.acar-europe.de](http://www.acar-europe.de)

**ACAR Europe**



New team power at Acar (left to right): Savas Acar, Jennifer Behrens, Zekeriya Acar, Luisa Porges.



The bpma Show, which took place in Silverstone on 14 September, received top marks from exhibitors and visitors alike. The one-day event attracted around 400 promotional product distributors. For the first time, distributors were also able to invite their customers. A good 20 industry customers accepted this invitation.

## bpma Show surpasses expectations

# A resounding success



Representatives of PCUK (top) were delighted with the proceeds. Gordon Glenister (bottom right) was happy, too.



The Winning Formula: the highly coveted award of the supplier product competition.

**F**or this year's event, the organiser bpma (British promotional merchandise association) had again come up with some great ideas. For instance, there was an innovation avenue in which student design work was exhibited, a "branding zone" and not least a competition called "Winning Formula"

Some 250 guests met in Whittlebury Hall for the evening programme moderated by bpma Director General Gordon Glenister. The beneficial purpose of the Promotional Products Week (12 to 16 September) played a central role this evening. This year, the proceeds are going to Pancreatic Cancer UK, an association dedicated to the research of liver cancer and caring for cancer patients. By the middle of the Promotional Products Week, bpma had already collected 5,989 pounds sterling. On the previous day, bpma had invited guests to the fourth Ed-

ucation Day. A good 140 participants were at Whittlebury Hall. According to bpma, 90 per cent of the participants said their expectations had been surpassed. The 13 speakers offered a broad spectrum of lectures and gave the audience a huge choice from within the industry and externally. This was exactly the intention of Gordon Glenister who was responsible for Education Day. "I was looking for excellent speakers who can really inspire our members. When you run a company, great ideas from other industries sometimes escape your attention."

bpma Chairman Matt Franks also drew a more than positive summary of the two days: "I am absolutely overwhelmed by the great response of our members. With regard to our future collaboration with Sourcing City, I am already looking forward to a possibly even more spectacular event in 2017. <

# SPORTSWEAR

*by screenworks*



# BURSTING WITH COLOUR

MINIMUM ORDER FROM 5 PIECES  
DELIVERY FROM 2 WEEKS  
FULL SEAM TO SEAM SUBLIMATION PRINT COVERAGE  
OTHER SPORTS ITEMS AVAILABLE UPON REQUEST

CUSTOM MADE  
SPORTSWEAR

Screenworks



Three catchwords dominate this product section. They describe topics that offer the promotional products industry an almost **ideal environment** to score points with appropriate messages on useful, attractively designed **products**.





PSI 43836 • Stabila Messgeräte Gustav Ullrich GmbH • Tel +49 6346 3090  
 werbemitel@stabila.de • www.stabila.de  
<https://www.psiproductfinder.de/ntnmmt>

## Personal note

As a specialist for measuring instruments with creative promotional printing, Stabila has introduced a new printing technology with which folding rules can now also be printed individually in series from only 50 pieces. This innovation opens up many new opportunities for folding rules as personalised promotional products, for example, as a business card, as a surprise for employees or customers or as an original invitation. The special feature of the innovation is to customise the individual folding rules of a print run with names or numbers, even integrated into a motif.



PSI 46626 • Global Innovations Germany GmbH & Co. KG • Tel +49 6502 930860  
 info@globalinnovations.de  
 www.globalinnovations.de  
<https://www.psiproductfinder.de/y2u1ym>

## Well protected

A small silicone cover is part of the product range of Global Innovations Germany GmbH. This practical product protects car keys from scratches and dirt. With this trendy cover, which can be made in almost any colour, the car key is also a real eye-catcher that puts any promotional message in the limelight. The key cover can be individually tailored to any key shape. In general, almost all silicone articles can be provided with a multi-coloured logo print.

# TOOLS THAT HELP YOU GET THE JOB DONE

## STAC





PSI 49782 • Brandmeister Vertriebs GmbH  
Tel +49 89 215512200  
info@brandmeister-vertrieb.de  
www.brandmeister-vertrieb.de  
<https://www.psiproductfinder.de/mtm2od>

## Advertise with little hero

The original fire extinguishing spray from Kleiner Brandmeister is ideal as a promotional gift. The flaming red extinguishing aid looks absolutely stunning and is highly effective to boot. Whether at home, in the car or at the office, in the garage or workshop – the little hero is at hand in an emergency and reliably extinguishes incipient fires of classes A, B and F. This rationally and emotionally convincing brand ambassador will leave a lasting impression with the recipient for several years.



PSI 42938 • Reidinger GmbH  
Tel +49 9732 91050  
info@reidinger.de • www.reidinger.de  
<https://www.psiproductfinder.de/mdm5zm>



PSI 46095 • Lumitoys-GmbH  
Tel +49 2331 3775450  
info@lumitoys.de • www.lumitoys.de  
<https://www.psiproductfinder.de/njayzj>

## Safety first

The safety straps and shoe clips from Lumitoys GmbH help provide optimum safety for those who are travelling in the dark. Thanks to super bright LEDs in two different flash modes, they draw attention to joggers, cyclists and pedestrians. Secure, easy attachment using either Velcro or simple fastening combined with a long lighting duration, replaceable battery and naturally splash protection are the quality features that apply to the incredible safety products from Lumitoys (collars, leashes and chest harnesses).

## Magnetic helper

The so-called Magnet from Reidinger offers a practical benefit in addition to the normal function of a folding rule: the magnetic end easily enables screws and small parts that are lying around in the workshop to be picked up. With an individual imprint, the magnetic folding rule is the perfect advertising medium. Useful and unusual, two aspects that ensure a sustainable and distinctive advertising image not only among tradesmen.

# Wir glauben auch nicht an Märchen

Aber Sie werden nach kurzer Nutzung  
verstehen, warum wir ihn **Goldesel** nennen.



- Faser Laser 20 Watt
- Autofocus
- Laservorschau zur optimalen Positionierung
- Arbeitsfläche 100mm x 100mm
- Anschlussoptionen für 360° Rotation



- Mobiles Lasergerät Klasse 1
- Interne Luftkühlung
- Wartungsfrei
- inkl. PC Monitor, Tastatur, Maus
- inkl. Absaugung







PSI 40807 • Gabriele Bühring  
Tel +49 4154 79540-0  
Vertrieb@Buehring-Shop.com  
www.buehring-shop.com  
<https://www.psiproductfinder.de/ymmynj>

## Handy folders

Bühring creates practical bags for storage and transport. The imitation leather or nylon logbook folders are handy for holding a logbook and operating instructions. On request, the folders can be extended to include additional slit compartments or view pockets for business cards, fuel cards or customer cards. Numerous shapes for common formats and designs in book form or as a collection bag in landscape format with flap are available. Appropriate dies for individual special requests, especially as a tool bag, can be made. Production is carried out on a project-specific basis in Germany. Advertising can be applied to imitation leather as blind areas, colour surfaces or colour embossing. The delivery time is approximately 4 to 6 weeks after release of the sample and logo, depending on the quantity and availability of the colour.



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

- ADVERT -

**PSI** 10<sup>th</sup> - 12<sup>th</sup> January  
Düsseldorf 2017  
The Leading European Trade Show of the Promotional Product Industry

Book your ticket now!

As of right now registered PSI distributors can invite their customers to PSI 2017.

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

## More is not possible

The new Stac 16-in-1 Flashlight Laser Multi-Tool from PF Concept features no fewer than 16 practical tools in a small space. The small all-rounder is only 12.5 x 4.5 centimetres large and fits into any pocket. In addition to a pocket knife with a sharp and serrated edge, the multitool includes inter alia a bottle and can opener, two slotted and Phillips screwdrivers in brand quality, an LED flashlight and a laser pointer. The smallest tool case in the world can be individually branded.



PSI 48369 • Scent of Europe  
Tel +48 793 777676  
info@scentofeurope.com  
www.scentofeurope.com  
<https://www.psiproductfinder.de/zwu5yj>

## Pleasant trip!

The Polish company Scent of Europe ensures fresh scents in the car with its air fresheners made of paper. They are not only printed in an environmentally friendly manner, they can also easily be recycled. Customers can create their own air freshener with the help of the designers of Scent of Europe. There are twelve delightful standard fragrances to choose from. Special requests are possible, too.



PSI 49555 • Kretzer Scheren GmbH  
Tel +49 212 262350  
info@kretzer.de • www.kretzer.de  
<https://www.psiproductfinder.de/zte0ot>

## Suitable for daily use

If you are looking for inexpensive universal scissors, you should look at the product range of Kretzer. Here you will find a large selection of high-quality Solingen scissors as well as inexpensive universal scissors in the ECO range, which are handy for daily use. Whether it be universal, kitchen, tailoring, gardening or children's scissors, Kretzer always has the right product for every cutting application at hand. Customised scissors are available from 60 pieces.



VICTORINOX



## PROMOTIONAL PRODUCTS THAT LEAVE A LASTING IMPRESSION

**Rangergrip 55**  
12 functions, 130 mm, Swiss Made

b2b.ch@victorinox.com  
Tel: +41 41 81 81 211



ESTABLISHED 1884



PSI 48078 • Wera Werk  
Tel +49 202 4045144  
matuschek@wera.de • www.wera.de  
<https://www.psiproductfinder.de/mwy3zw>

## Compact and safe

Especially when working on live equipment, a good VDE tool – such as the VDE 60i/7 compact set from Wera – is an indispensable companion. With this compact tool, every tradesman is ready for the main screw profiles. An ergonomic handle with six interchangeable blades is protected and safely stored in a lightweight yet durable bag. The handle / interchangeable blade system allows lightning-quick and easy replacement of the required blades. Good to know: The sets are tested at 10,000 volts. A customer logo can be sewn on the pocket for orders from 100 pieces.



PSI 49141 • Flüwa  
Tel +49 6242 8093376  
info@fluewa.de • www.fluewa.de  
<https://www.psiproductfinder.de/mwuznm>

## Spirit level with wings

An amazing product is available from the company Flüwa: a winged spirit level. This is always handy to use when two measurements are necessary, for example when setting up furniture. This is when you need either two spirit levels or you often put down a spirit level and pick it up again. The solution: With the Flüwa Spirit Level, the integrated second spirit level is simply folded out, enabling you to level in two directions at the same time. As a special feature, a printed angle function is available.



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

## Always at the ready

The Secure car charger (input: 12-24V / output: 5.0 volts / 4.8 amps) from Boomerang offers business travellers uninterrupted power supply for a laptop, tablet and smartphone. This handy device made of aluminium and stainless steel can be used in all standard vehicles and even fits into tight-fitting consoles thanks to its slender dimensions (diameter 2.8 cm, length 8.7 cm). Its two USB ports make it possible to charge two different devices simultaneously. And if necessary, the charger can also be used to scrape ice from an icy windshield.



# Neuheiten 2016



## **craftmeter® G8M/2m**

Qualitäts-Zollstock, 2m mit Winkeleinteilung  
90°Einrastung aller Glieder und  
Neodym-Magnet im Anfangsglied.

**Dauermagnet mit Haltekraft bis zu 500g.**



## **Holz-Gliedermaßstab G9/2m**

Preisgünstiger Zollstock mit Metallgelenken,  
2-farbiger Skalierung und Winkelskala.

CE zertifiziert.



## **Holz-Gliedermaßstab G11/3m**

Zollstock in Spitzenqualität mit  
Metallgelenken, 2-farbiger Skalierung  
und Winkelskala.

CE zertifiziert



## **Imperial 2002/2m, 2003/3m, 2015/5m**

Klassiker-Bandmaß im ABS-Gehäuse mit  
Stopper.

NEU: Vollflächiger UV-Digitaldruck möglich.

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40764 Langenfeld  
Telefon +49 2173 998869-0  
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[www.meterex.com](http://www.meterex.com)

  
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[a.bauer@troika.de](mailto:a.bauer@troika.de) • [www.troika.org](http://www.troika.org)  
<https://www.psiproductfinder.de/mmrhyw>

## Smart set

Troika offers a stylish ballpoint pen called Freedom Pen. It is a beautiful accessory for a quick note in between. The high-quality metal case with space for about 17 business cards complements the pen to create a charmingly communicative set. The delivered set includes a refill (black, Made in Germany). The imprint is made on the clip and on the edge of the box. Engraving is free for purchase quantities of 100 pieces or more.

## Security is visible

You are guaranteed to stand out in traffic with the polyester backpacks including reflector strips from Joytex. The backpacks, which are available in the colours neon yellow, neon orange, neon red and neon green, can be ideally used in sports, hiking or even when going shopping. The bright colours guarantee a long-lasting advertising impact. The backpacks are available with custom imprint starting from 250 pieces.



PSI 41990 • Joytex GmbH & Co. KG  
 Tel +49 2872 95060  
[info@joytex.de](mailto:info@joytex.de) • [www.joytex.de](http://www.joytex.de)  
<https://www.psiproductfinder.de/zifjfmz>



PSI 40111 • Martor KG  
 Tel +49 212 25805-0  
[info@martor.de](mailto:info@martor.de) • [www.martor.de](http://www.martor.de)  
<https://www.psiproductfinder.de/ymi3mt>

## Slim design – strong performance

Martor has launched a new and exceptional safety knife on the market: the Secumax 145. Although it weighs only 12 grams, the Secumax 145 is a „full-fledged“ cutting tool for professional users. In addition, it is positioned as an entry-level model in the Martor world of safe and efficient cutting. It is so slim, especially in the area of the blade head, that it glides through the cutting material with little effort. The plastic handle is fibreglass reinforced and the 0.5-mm blade is very robust. The blade itself cannot be replaced. However, the blade head features two cutting edges. Further information is available direct from Martor.



PSI 44531 • Indexa GmbH  
Tel +49 7136 98100  
info@indexa.de • www.indexa.de  
<https://www.psiproductfinder.de/ztqwzj>

## Smart security

Smoke detectors are mandatory in almost all federal states of Germany. Whenever possible, every hallway and room should be equipped with a reliable smoke detector. The RA260 smoke detector from Indexa responds to fire smoke even in the case of a smouldering fire and triggers a loud alarm. It can therefore save lives: A good reason to have them in every household. The photo-electronic smoke detector is tested in accordance with the relevant standard EN 14604. Batteries and mounting hardware for a quick and easy installation are included. On request, the housing of the smoke detector (Ø approx. 11 cm) can be provided with a personalised imprint. As a give-away, the giver conveys safety, care and responsibility.

## Practical and shapely

Where to put the snow chains? The Czech company Sale has the perfect answer to this question with EVA, the small box for the important winter utensil. The high-grade propylene box features particularly sturdy, durable walls. The box can be made to customer specification and promotional messages can be applied.



PSI 49617 • Sale s.r.o.  
Tel +420 0777 151946  
martin.kozubek@sale-ostrava.cz  
www.sale-ostrava.cz  
<https://www.psiproductfinder.de/mwu3yt>

-Advert-

SIE MEINEN, SIE HABEN ALLES  
SCHON MAL GESEHEN?



ENJOY SAFETY  
MADE IN SOLINGEN

Bis jetzt! Denn das **SECUMAX 145** ist neu und hat das Zeug zu einem außergewöhnlichen **Werbeträger**: hochwertig, innovativ, vielseitig einsetzbar – mit reichlich Platz für Ihre **Markenbotschaft**.

Die verdeckt liegende Klinge macht es außerdem zu einem **Höchste-Sicherheits-Messer**. Nicht lang Augen reiben – testen!

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[www.werben-mit-martor.de](http://www.werben-mit-martor.de) | T +49 212 25805-15

**martor**



# Haptic advertising in offset printing quality

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<https://www.psiproductfinder.de/y2uxmj>

## Tools in Swiss quality

Victorinox, the world famous manufacturer of multi-tools, has occupied a cutting-edge position in the manufacture of pocket tools with its 130 years of experience. With 6 SwissTool models and 4 SwissTool Spirit versions, the product range is clearly arranged and covers all requirements. The operation and use of each tool is extremely simple and cannot be beaten in terms of safety. Each tool locks automatically when folded out and the operation of both versions is unproblematic, even for delicate female hands and nails. Continuous facelift measures and additional features ensure that the portfolio is always up-to-date. Much emphasis is also placed on practical, robust yet fashionable cases. On request, cases with rotatable brackets are available to enable the tools to be carried horizontally and vertically. As a premium supplier in the promotional product sector, additional finishes can also be made at Victorinox. This ranges from individual engravings to blade etchings right up to multi-coloured tampon prints on the handle.

– ADVERT –

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PSI 49291 • Laserpix GmbH  
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<https://www.psiproductfinder.de/ythlnw>

## 3D for eternity

How does one enthruse a customer who has just spent 40,000 euros or more on a car? A bouquet of flowers or a bottle of champagne are a thing of the past and do not produce long-lasting customer loyalty. Emotional attachment is the key to repeat customers who recommend the car dealership in question. A 3D model of the sold car with the registration number or the customer's name in one of the glass blocks from Laserpix creates a customer experience of a special kind. The customer can place his personalised glass block on a shelf and will remember the purchase even decades later. The glass blocks are manufactured according to customer requirements, and according to Laserpix, are ready for despatch within 24 hours. Of course, other 3D models can also be produced. More information is available from Laserpix.





PSI 46204 • AXPOL Trading sp. z o. o. sp. k.  
Tel +48 61 659 88 00  
info@axpol.com.pl • www.axpol.com.pl  
<https://www.psiproductfinder.de/nzdjy>

## All safety features in one

Everyone wants to feel safe and confident while travelling by car. Are you looking for a tool that has it all? Axpola have a perfect solution for you – product V7707. It's a safety torch with integrated seat belt cutter, magnets, dynamo, charging cable and red light. Additionally, it has a special place for company's logo. Personalized safety torch is a great marketing tool and useful gift.



PSI 45737 • Giving Europe GmbH  
Tel +49 421 5965970  
kontakt@givingeurope.de  
www.givingeurope.de  
<https://www.psiproductfinder.de/nda1nt>

## Orderliness in the car

For car enthusiasts who attach great importance to orderliness in their car, Giving Europe has introduced the "Medium" Car Organizer. It prevents small parts from flying around in the trunk; they are well packed and quickly retrievable. In addition, the Car Organizer can easily be folded and transported with carrying handles. Front pockets can even accommodate small parts. "Medium" is made of sturdy material (cardboard and non-woven) and is available in trendy colours: black, red, khaki, light green and cobalt blue. An imprint is possible by using screen printing or transfer printing.

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[giveaways@gigaset.com](mailto:giveaways@gigaset.com)

# Gigaset

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PSI 42487 • Reflects by LM Accessoires GmbH  
Tel +49 2234 9900-0  
info@lm-accessoires.com  
www.lm-accessoires.com  
<https://www.psiproductfinder.de/owe0zt>

## Not just a measuring tape

The right measure of good advertising consists of a good pinch of inventiveness and a good dose of taste. The Reflects-Lansing offers both. The multifunctional measuring tape is not simply a 5-metre measuring tape – it shows millimetres and inches and can be secured on a belt with a clip, it has an integrated spirit level, an LED lamp and a multi-wrench with bottle opener. The Reflects-Lansing can be locked and it even records the measured values on the 40-second multi-message recorder. A finishing can be applied by using laser engraving.



PSI 41816 • Nestler-matho GmbH & Co. KG  
Tel +49 7221 21540  
info@nestler-matho.de • www.nestler-matho.de  
<https://www.psiproductfinder.de/zwrhzj>

## Elegance in stainless steel

The nut bag with red felt which can be ordered from Multiflower looks truly elegant. It also comes with a nutcracker made of stainless steel. The contents of the bag consist of about 100 grams of walnuts. The promotional imprint (250 pieces) is carried out on the standard motif of the attached card. The small card can also be personalised from 250 pieces. The stainless steel nutcracker can be laser engraved to ensure it leaves a lasting impression.



PSI 45974 • Multiflower GmbH  
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www.global-player-marketing.com  
<https://www.psiproductfinder.de/mti1ng>

## Well combined

The new parking disc from elasto with display cleaner and four practical functions is an indispensable aid when parking, ice-scraping, cleaning a display and shopping. The amazing plastic parking disc is equipped with a smooth scraping edge, scraping teeth and a water scraper to combat icy windows. The integrated shopping trolley chip releases any trolley. A cleaner mounted on the back cleans dusty or smeared displays, for example, of smartphones. The parking disc is finished in five-colour pad printing, the display cleaner in photorealistic sublimation printing.

## World premiere

Buckling up is easy as pie with BeltBuddy from Global Player, which dramatically increases the safety aspect in the car. The item is simply attached to the seatbelt without any tools. With this little helper, you can easily reach the seatbelt and pull it forward, even when the seat is positioned far forward. BeltBuddy is available in ten standard colours; special colours are available from 1,000 pieces.



PSI 41369 • elasto form KG  
Tel +49 9661 8900  
mail@elasto.de • www.elasto.de  
<https://www.psiproductfinder.de/ywizmm>

## Popular garden helpers

Fiskars is a leading global supplier of consumer products for the home, garden and leisure time. Founded in 1649, the oldest company in Finland boasts centuries of experience. Numerous products from Fiskars have now become real classics, such as the company's splitting axes. They are virtually unbreakable and split wood safely and accurately. The extremely lightweight PowerGear rollgrip pruner is characterized by a power-saving gear mechanism. Two other popular garden helpers also make working in the garden a pleasant task: thanks to the weeder, garden owners can maintain their lawn quickly, back-friendly and completely without chemicals. To underline their high quality promise, Fiskars grants a product warranty of up to 25 years. Fiskars now supplies the promotional products industry exclusively through Living Bytes GmbH.

PSI 49756 • Living Bytes GmbH  
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b2b@livingbytes.de • b2b.livingbytes.de  
<https://www.psiproductfinder.de/mzrmj>



# GIFT REVIEW

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for promotional gifts industry

## AUDIENCE

- producers and suppliers, importers, distributors, wholesalers, retailers etc.
- advertising agencies, event agencies, communication agencies, corporate clients ordering gifts & souvenirs and goods of similar assortment



## CONTENTS

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## DISTRIBUTION

- direct mail
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- to enhance awareness of your brand
- to find customers and business partners in Russia



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info@promowolsch.de • www.promowolsch.de  
<https://www.psiproductfinder.de/mgeznj>

## Colourful ice age

Scraping ice in the morning – a nightmare for motorists, but only if no high-quality ice scraper is at hand, such as the one offered by Promowolsch. As the product range includes about 25 models, the ideal scraper is sure to be among them. Besides their excellent functionality, a give-away ice scraper from Promowolsch offers invaluable additional benefits: A promotional imprint reminds motorists of the advertising company at the right moment!



PSI 41141 • Hugo Brennenstuhl GmbH & Co. KG  
Tel +49 7071 8801186  
werbemittel@brennenstuhl.de  
www.brennenstuhl.com  
<https://www.psiproductfinder.de/yjrlzt>

## Wireless working

Wireless working is the most important argument for this workshop lamp from Brennenstuhl. Not intrusive, bright light and a charging facility on two different supplied adapters complete this great offer. The new LED battery-operated automotive workshop lamp can be used anywhere thanks to the quick-release device and the sturdy handle. The IP54 rating protects against splash water. On request, finishing is of course possible.



PSI 46051 • Reda a.s.  
Tel +420 548131125  
b2bsales@reda.cz • www.reda.info  
<https://www.psiproductfinder.de/yzg0od>

## Feel like the comics icon

Reda calls this multifunctional tool Thor – like the comics icon. And there is no wonder why. If you are a fan of camping, hiking and other outdoor activities then you know there is a lot of stuff that needs to be taken with you so why not make it easier and take one tool instead of nine? Thor is definitely the thing you should have with you. It might be small but it has nine functions covering hammer, knife, can opener, mini sawmill, file, cross-point screwdriver, pliers, and others. It comes together with its nylon case that can be attached to the belt, so it is always at hand in case of emergency. Thor is one of many outdoor products from Reda's Beaver collection.





PSI 44281 • Victorinox  
Tel +41 41 8181211  
b2b.ch@victorinox.com • www.victorinox.com  
<https://www.psiproductfinder.de/y2uxmj>

## The name says it all

High-alloyed steel, aluminium, two-component plastic or wood, 130mm long, 12 functions, a weight of 183 grams and developed and produced in Switzerland: These are the key data of a highly robust, ergonomically designed multi-functional pocket tool with the name Rangergrip 55 from Victorinox. The Swiss knife specialist has thus rounded off its successful penknife range. The Rangergrip 55 is an ideal tool for outdoor activities. It is completely safe and slip-proof when held in the hand. The Victorinox emblem in red and white represents another technical refinement: It serves as a safe release mechanism for the lock blade. The Rangergrip range consists of 19 models and also includes features such as a one-handed blade, serrated blade, gutting blade, pliers, shackle opener etc. Logos can be laser engraved on the housing or etched on the blade. A sturdy belt case in synthetic leather or nylon with velcro completes the range.



PSI 48915 • Emagnets  
Tel +48 51 2353420  
emagnets@emagnets.eu • www.emagnets.eu  
<https://www.psiproductfinder.de/owrlzg>

## Mobile advertising that sticks

The film magnets for cars from Emagnets make every individual advertising mobile. The print on the special film is weatherproof and the 0.8-millimetre-thick magnetic film adheres securely to the car. The shapes and print motifs of the magnets are created by Emagnets according to the individual wishes of the customer.

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[promotion@kleen-tex.eu](mailto:promotion@kleen-tex.eu)



PSI 41259 • Lehoff Im- und Export GmbH  
Tel +49 40 5296070  
info@lehoff.de • www.lehoff.de  
<https://www.psiproductfinder.de/odywzt>

## Strong performance

The 155-piece tool box from Lehoff should delight the heart of any tradesman. Everything is optimally sorted and thus ready to hand in two smooth-running drawers and a lockable lid compartment in a sturdy steel box. With the convenient carrying handle, the tool box can be taken anywhere. The contents include all standard tools, but also useful things such as wall plugs, screws and tape. The box is manufactured by the company Brüder Mannesmann.



PSI 41836 • meterex Karl Kuntze  
(GmbH & Co.) • Tel +49 2173 9988690  
meterex@meterex.com • www.meterex.com  
<https://www.psiproductfinder.de/yzqyzd>

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## Folding rules that stick

According to the manufacturer meterex, the craftmeter is “probably the longest pocket magnet in the world”. At the top of the folding rule is a magnet made of neodymium, the world’s strongest magnetic material. With a holding force of up to 500 grams, screws, nails, tools or keys can be easily and safely retrieved from pits, engines, machines, etc. The benchmark of the premium class has a smooth wear-resistant suspension as well as a locking mechanism at 90 degrees. This enables right angles to be marked quickly and accurately. Thanks to angle scaling on both second links, roof or stair inclinations can also be determined. With this variety of functions, the folding rule is a multifunctional device and a “must have” for tradesmen, technicians and handymen.



PSI 48311 • sigikid  
Tel +49 9201 70129  
anja.deroni@sigikid.de • www.sigikid.com  
<https://www.psiproductfinder.de/ytkxmg>

## Cuddly protector

The cheerful guardian angels from sigikid go through thick and thin with their owners. They dry all tears and put a smile on the face of their new owner. The beginning of a long friendship! There are several ways to apply a logo or slogan on a sigikid product. Depending on the desired order quantity, this can be done using either a sewn-in label, an attached label or a scarf.

## Not only for professionals

A phase tester like the one supplied by the company Hardenbruch should not only be in the tool box of specialists, but also of hobby craftsmen. The products are VDE-GS and CE certified and can be used in the voltage range from 125 to 250 volts. The handle is made from high-impact plastic which ensures a long advertising and service life. The white main body (handle) is ideally suited for multi-colour printing with special Pantone colours.

PSI 41847 • Hardenbruch  
Tel +49 5551 4069360  
info@hardenbruch.de • www.hardenbruch.de  
<https://www.psiproductfinder.de/zweymmm>



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

## Useful bag

Where should you store the wheel screws after changing the wheel? Simply place them into the Igro screw bag with its handy drawstring. All important bolts or screws are thus kept on hand for the next wheel change. Clever idea: A section of the imprint has been left blank for the customer's name or the registration number. Simply enter it with a felt pen. This eliminates any confusion. The screw bag is made of strong cotton, washable, measures approx. 18 x 19.5 cm in size and is available without printing or custom printed. This neat and inexpensive solution will appeal to customers.





PSI 49768 • Sandini GmbH  
Tel +49 7307 5074310  
office@sandini.de • www.sandini.de  
<https://www.psiproductfinder.de/mjilyz>

## Eye-catcher for extra comfort

The Sandini RelaxFix car neck pillow is a product that can be used in any car, combining functionality with style. It fills the space between the neck and the headrest exactly where it is comfortable for the driver and passenger. It therefore ensures relaxed travel and prevents neck pain. Sandini RelaxFix can be quickly and easily attached to the seat headrest by using a belt. The neck pillow can be flexibly adapted to any body size. The Sandini RelaxFix boasts a pleasant, high-quality microfibre quality that is certain to set accents in many attractive colours and convey conspicuous advertising messages.



## Bright cycling

To ensure that cyclists are visible from afar at night, Krüger & Gregoriades recommends Lichtkraft LED spokelights. The set consists of two spokelights made of silicone and plastic. The LED lights in red, is splash-proof, weather-resistant and can be switched on and off at the simple push of a button. A beautiful design and quality workmanship complement each other harmoniously. Batteries are included.



PSI 43717 • Walter Broch Nachf. GmbH & Co. KG  
Tel +49 212 338175  
info@broch-nachf-solingen.de  
www.broch-nachf-solingen.de  
<https://www.psiproductfinder.de/mzbkyw>

## Stylish tasting

The sausage tasting knife of the Ruderer brand from the Solingen-based company Broch invites you to stylishly taste sausage or cheese. In addition to stainless steel and coloured plastic plates, the plate made of olive wood is a special highlight. This beautiful wood with its very special aura gives the tasting knife an elegant appearance. With a stainless steel blade and fork (also available with clip), they are highly elaborate tools. A promotional product for aesthetes and connoisseurs who love the extraordinary.

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>



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PSI 41462 • Spranz GmbH  
Tel +49 261 984880  
info@spranz.de • www.spranz.de  
<https://www.psiproductfinder.de/zjqxnt>

## Optimally prepared

Spranz calls its Security ice scraper a world first that not only cuts a good figure with its sleek aluminium handle (perfect for laser engraving), but is also an invaluable aid in various situations. In winter, the ice-scraping function ensures good visibility and the Security brings added value in all seasons with the emergency hammer (windscreen breaker) and seatbelt cutter. The practical car tool is delivered in an attractive design cardboard box.



PSI 49515 • Pixika Deutschland GmbH  
Tel +49 681 95264020  
info@pixika.de • www.pixika.de  
<https://www.psiproductfinder.de/ngflmg>



PSI 41941 • TailorTies  
Tel +31 252 756190  
info@tailorties.com • www.tailorties.com  
<https://www.psiproductfinder.de/zjk4zj>

## Discreet and modest

The product range of Pixika includes a universal phone holder. This is not only functionally appealing, it also fits discreetly and unassumingly into the car dashboard. The length is flexibly adjustable from 50 to 90 millimetres, which allows it to be adapted to most vehicle types. This universal phone holder can be attached to the air slot, either horizontally, vertically or diagonally. Advertising can be printed from just 100 units.

## Brilliant performance

Whenever it comes to chic accessories such as ties and scarves, the Dutch specialist TailorTies comes into play. The product range of the long-standing company includes clip ties which not only look good, but also ensure personal safety. On request, promotional messages such as company logos can be applied on all products.





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

## Jump starter in handbag format

The "Jump Starter" powerbank from Topico is more than just a power bank. It can supply a smartphone with power when the battery runs down when on the go. This bundle of energy can also be used to jumpstart your car. Thanks to the supplied jumper cables, including connectors that prevent polarity reversal as well as red and black clamps, a broken-down vehicle can be jumpstarted with a 12-volt battery. The powerbank has a powerful lithium-battery with a capacity of 6,000 mAh. A white charger cable with a length of 22 cm is included. In addition, the powerbank is equipped with a blue charge indicator and a white LED light.



PSI 47734 • XXD Produktdesign GmbH  
Tel +49 7543 500801  
info@xxd.de • www.xxd.de  
<https://www.psiproductfinder.de/ndywm>

## Manoeuvring made easy

The "kuppel-lotse" is the name of a manoeuvring aid set from the company XXD, which consists of two telescopic pennants with a magnetic holder, thereby making attachment easy. A kuppel-lotse is placed on the coupling and on the tow bar (magnetic) and the flags are positioned at a height where they are clearly visible from the interior of the vehicle. The flags help to safely approach the trailer.



PSI 46311 • Troika Germany GmbH  
Tel +49 2662 95110  
a.bauer@troika.de • www.troika.org  
<https://www.psiproductfinder.de/mmrhyw>

## Multitool multicool

Does a multitool have to look like a multitool? No! Toolbert from Troika is sometimes cheeky and colourful, sometimes technically black and silver. But always with a bottle opener, knife, nail file, screwdriver, key ring and snap hook. You can bet it will catch the eye of any technology enthusiast! A promotional message can be attached anywhere on Toolbert. Engraving is free of charge for purchase quantities of 100 pieces or more.

Almost limitless individuality is the trademark of Albene which has been supplying the market with sporting goods and promotional products for 25 years. The manufacture and finishing of balls is one of the core competences of the Munich-based supplier. Together with company owner Wolf Rüdiger, we take a look at making tennis balls in India.

## 25 years of Albene

# Almost limitless individuality



Order-specific and individually printed tennis balls from Albene are ideal promotional messengers.



**W**hen it comes to balls, Wolf Rüdiger is a specialist. In 1991, he began importing leather articles, and in the midst of the leather processing industry, he soon met ball manufacturers from India and Pakistan where the production of hand-sewn leather balls has a long tradition. A large proportion of the high-quality, handmade professional balls still come from these regions. Even though most balls for professional sport are no longer made of leather but consist of various PU materials, the experience of the manufacturers with whom Albene works together guarantees the highest quality and comprehensive know-how.

### Ball pro with production expertise

Production expertise is one of the competitive advantages that Wolf Rüdiger has developed over the 25 years he has been in business. During this time, he has also steadily and systematically expanded his assortment. In addition to hand-made balls and leather gloves, Albene's product portfolio includes a selection of sporting goods and promotional products for many professional sports and leisure activities. From match and training footballs in various materials and qualities to FIFA-certified and competition-ready balls right up to the leisure and promotional ball – Albene is a professional in every regard. Volleyballs



and beach volley balls, American footballs and rugby balls also belong to the range. In a special retro line made of genuine or synthetic leather, hand-sewn classics are experiencing a revival. Wolf Rüdiger uses his knowledge to provide his customers with intensive advice and service. In order to be able to optimally meet customer requirements, Albene has been producing order-specific products for a long time. As there are new things happening with regard to the finishing of tennis balls, we have decided to focus on this topic.

### Tennis balls as area of expertise

One of the areas of expertise of Albene is tennis balls. Individually printed or patterned tennis balls are promotional messengers which unfold their full impact in the sports and recreational sector. It is also possible to provide tennis balls with all-over printing. Albene can produce tennis balls in 10 basic colours from just 500 pieces. The logo is applied using the pad printing process and the colour selection is enormous. Special Pantone colours are also possible on request. Customised manufacturing guarantees the greatest possible individuality of the products. The offer is rounded off by the development of suitable packaging. Tennis balls are ideal promotional and merchandising items that are used not only for playing tennis but also as massage or dog balls. Depending on the application, various rubber mixtures with different bouncing characteristics are used in the production. Dog balls are made of recycled material. The particularly high-quality tennis balls tested by the ITF (International Tennis Federation) can also be obtained from Albene. They are available in yellow and printed in one or two colours. They are available from 6,000 pieces, packed in 2,000 cans, each containing 3 balls.

### Consulting is top priority

The experienced partners with whom Albene has been cooperating for years ensure that the quality of the balls and the finishing meet the highest demands. Wolf Rüdiger frequently convinces himself on site that all manual and technical processes correspond to his ideas and produce the desired results. Over the past 25 years, Albene has successfully established itself in the market with reliability, high quality requirements and service competence. Customer advice is of paramount importance because it ensures that customer-specific production is successful. "I personally look after my customers, large and small alike. If someone needs only 50 balls, he receives the same advice and service as a major customer," says Wolf Rüdiger.



The first step towards a tennis ball: The hemispheres made of rubber are produced in these moulds.



Before the hemispheres are joined together, they are filled with chemical substances which react under hot steam and thus build up a higher pressure in the ball.



The stamped felt pieces are glued onto the finished natural rubber balls.



The felt pieces are then bonded with white natural rubber.



Wolf Rüdiger with his associate in front of the production facility.



At a celebratory event on Friday 23 September, Stefanie Wieckenberg took over the responsibilities of Olaf Pohl for the company Karl Knauer KG and Karl Knauer Poland Sp. z o.o.

## Handing over the management reins

# Generation change



Photo of the Knauer generations (left to right): Joachim Würz, Stefanie Wieckenberg, Olaf Pohl, Richard Kammerer.

**P**ohl's 75th birthday was the occasion for the former managing owner to retire from active management and to hand over his position to his daughter Stefanie Wieckenberg. The company is now managed by the owner family in its third generation. Richard Kammerer, Managing Partner and Spokesperson of the Management, as well as Joachim Würz, Managing Director, will remain the other members of management.

### Karl Knauer 3.0: Next generation

Employees, management and guests from politics and society gathered at the company headquarters in Biberach. Richard Kammerer, Spokesperson of the Management and Managing Partner, opened the evening and welcomed everyone present. In his speech, he emphasized how valuable and enriching his cooperation and discussions with Olaf Pohl had always been. He also expressed his desire to continue this professional exchange from time to time in the future. On behalf of the company, Kammerer gave Olaf Pohl a sculpture in the shape of the company logo, a deer, as a keepsake of Karl Knauer KG.

### Olaf Pohl says goodbye

Olaf Pohl said goodbye with a retrospective of his professional career and his dedication to Karl Knauer KG. For many years, the entrepreneur managed not one but two companies: the self-founded company Olaf Pohl GmbH (today: Pohl-Scandia GmbH), a distributor of standard and padded envelopes, as well as Karl Knauer KG. According to Pohl, he could never emulate the company's founder, his father-in-law Karl Knauer, nor did he want to. But he had always seen himself as his representative who in due course would pass on the baton to the third generation of the Knauer family. This has now happened by handing over the reins to his daughter Stefanie Wieckenberg.

### Shaping the future based on tradition

Having been actively involved in the management in recent years, Stefanie Wieckenberg emphasised how important it is to leverage the benefits of a family business. This included short decision paths as well as an agile and quick process structure. According to Wieckenberg, generated capital will continue to be reinvested in the company and thus guarantee the long-term success and expansion of Karl Knauer KG as well as secure the site in Biberach. According to Wieckenberg, it will be particularly important to work closely and trustingly. Wieckenberg sees her responsibility for a total of 600 employees at the two sites in Biberach and Pniewy (Poland) as a big challenge, but she is optimistic about the future and is looking forward to the tasks ahead, and in particular to continuing to fill the motto "Shaping the future based on tradition" with life each day together with the dedicated Karl Knauer team. After the speeches and the presentation of the deer sculpture to Olaf Pohl, the entertaining part of the evening began, based on the motto of company founder Karl Knauer: "Whoever works hard must also celebrate!" The voice imitator Peter von Kron enthralled the guests, Aroma Catering ensured the guests were well taken care of, and musical entertainment was provided by the band "Brosowskeys".

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No fewer than three anniversaries were recently celebrated: 35 years at „Süße Werbung“, 60 years of Pulmoll (one of the leading brands of Kalfany/Süße Werbung) and 190 years at Zuckerraffinerie Tangermünde Fr. Meyers Sohn Holding GmbH (ZRT), the holding company of the promotional sweets specialists from Herbolzheim.

**Süße Werbung/Pullmoll/ZRT**

# Triple anniversary

Werbung begins with the idea of a master confectioner through to one of the major players in the field of producing promotional products confectionery.

## Remarkable history

As a specialist for sweet advertising, the company has its own fruit gum and candy production, produces special shapes made of chocolate, packages peppermint in promotional bags or tins, and claims to be the inventor of the business Advent calendar. Certified quality of the innovative sweet promotional products and renowned brands make up the successful recipe that has enabled the company to grow to its current size.

So it is not surprising that the manufacturer also has its own „state-of-the-art“ printing technology centre with digital, flexo and pad printing. This ensures that the company remains flexible and can always respond to the diverse wishes and needs of the media world. It all started with dowels made of marzipan and chocolate, and now it produces several tons of fruit gums for promotional purposes, fine chocolate for individual Advent calendars and special chocolate shapes, and it surprises the market year after year with innovations and strong exclusive brand partnerships such as with Ferrero, Katjes, Dextro Energy und My M&M'©.

## Wonderful gala evening

The motto of the triple anniversary was „Let's celebrate!“. The highlight of the evening was a gala dinner with amusing interludes à la Europa-Park. The subsequent dance night contributed towards rounding off an atmospheric celebration.

The highlight of the evening was a gala dinner with amusing interludes.



The employees of the companies had gathered at Europa-Park in Rust, the venue for the triple anniversary celebration. Fritz Haasen, Klaus Richter and Elmar Schlesinger, the Managing Director of Kalfany Süße Werbung, welcomed the guests and guided them through the history of the internationally positioned group of companies: The ZRT currently holds an interest in 8 specialist food companies through Zertus GmbH. Almost 2,000 employees work for the group of companies at 11 production sites and a further 7 locations in 6 countries. Pulmoll has been known as the tried and tested lozenge for throat and voice in Germany for 60 years. And the 35-year success story of Süße



Fritz Haasen, Klaus Richter and Elmar Schlesinger, the Managing Director of Kalfany Süße Werbung, welcomed the guests.



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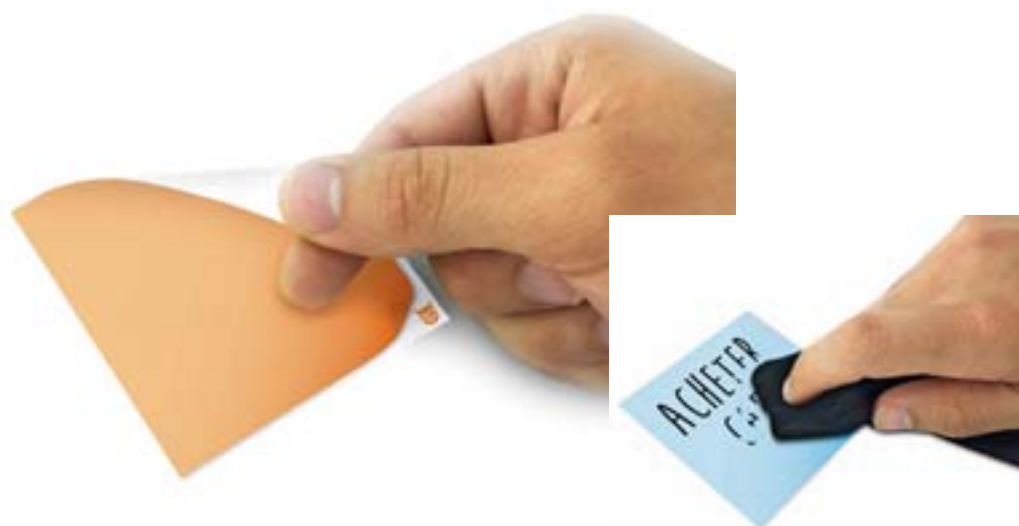
[www.bpma.co.uk](http://www.bpma.co.uk)



## Give high-quality wellness

The exclusive Dutch wellness brand Rituals offers a wide range of new high-quality **wellness sets** in a gift form from October every year. Inspired by ancient oriental traditions, each product tells its own story. Carefully selected ingredients combine with advanced technology to conjure up selected wellness experiences with the product series „The Ritual of Hammam“, „The Ritual of Dao“ or the Ayurveda philosophy with body scrubs and aromatic oils. The „Ritual of Laughing Buddha“ inspired a collection of stimulating products that emphasize this positive character. „The Ritual of Sakura“ marks the beginning of spring. „The Ritual of Samurai“ stylises the art of the perfect body care of Samurai fighters.

PSI 41941 • Trendfactory BV  
Tel +31 252 622233 • [info@trendfactory.eu](mailto:info@trendfactory.eu) • [www.trendfactory.eu](http://www.trendfactory.eu)  
<https://www.psiproductfinder.de/zjk4zj>



## Reusable sticky note

D&D Team launched a new product in September. Concept: **reusable sticky notes** which can be stick everywhere without glue. Stick without any glue and can be easily attached, de-tached and repositioned at will on slick surfaces. Ideal for your reminders, to note a phone number, let a message etc. Works with WhyNote pens or non permanent markers. Erase your notes without any effort with water or with a cloth. Reuse as often as you want.

PSI 49138 • D&D Team Sàrl • Tel +41 79 7512139  
[julien.debroux@bills-tech.com](mailto:julien.debroux@bills-tech.com) • [www.whynote.ch](http://www.whynote.ch)  
<https://www.psiproductfinder.de/odazmj>

## Brand affection made easy

When a passion leads to collections and perfection is produced at its best, then you are right in the middle of the exciting world of the two Daiber brands **James & Nicholson** and **myrtle beach**. It is not only synonymous with cool styles and unforgettable moments, it also makes the brand experience emotional and noticeable in the merchandising area, increases brand loyalty and in particular strengthens brand image with its high quality. The extensive selection of products, styles, materials and colours of the Daiber collections is just as interesting for the incentive sector as it is for merchandising. Thanks to high-quality, trendy materials and designs as well as products in CI colours, the wearer and observer can be equally enthusiastic about the brands. In addition, special editions are possible.

PSI 42819 • Gustav Daiber GmbH  
Tel +49 7432 7016-800 • [info@daiber.de](mailto:info@daiber.de) • [www.daiber.de](http://www.daiber.de)  
<https://www.psiproductfinder.de/zda3nz>



## Multi-coloured uma world

Colours and emotions – both are inseparable. With the great variety of colours of uma writing instruments, every user is always a trendsetter. Whoever understands „the signature of advertising“ as a daily challenge as uma does knows the importance of individuality and extravagance when choosing the appropriate writing instrument. Colour is a key factor here. uma thereby sets new standards. The specialist offers countless models such as the **Fashion**, the **Vogue**, the **Vane** and many more in a variety of colours – and for the customers that means colourful, individually combined promotional messages that leave a lasting impression. Depending on the individual components of the writing instrument, there are also many possibilities to vary the colours: barrel, clip, tip, stopper and other parts of the pen can be provided with their own colour accents. „Mix N' Match“ is the principle at uma: there are virtually no limits to the design possibilities. A detailed overview of the colourful uma world is contained in the new brochure „Variety of Colours“.

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



## Bold colours for strong messages

Penko writing & promotion offers plenty of space for a promotional message on a particularly rich colour surface with the **ARTICA Opac**. The proven writing instrument in the Opac version is available with the typical metal clip and ring embedding around the shaft together with metallized fittings or push-button and tip also in metal. Modern colours and a fresh design leave a lasting impression and the basic model ARTICA can be reinvented time and time again.

PSI 46550 • PENKO GmbH writing & promotion  
Tel +49 6127 99129-0 • [info@penko.net](mailto:info@penko.net) • [www.penko.net](http://www.penko.net)  
<https://www.psiproductfinder.de/nwe0m2>



## Customised coasters

**The cork coasters** from CHAPS with up to 12 different motifs are really eye-catching. Thanks to the customisable motifs, these practical coasters with waterproof surface are the perfect, funny advertising mediums for all sectors. Whether it be logos, products or corporate history, the designers at CHAPS will gladly create layout proposals for customers at no charge.

PSI 49593 • CHAPS Merchandising GmbH • Tel +49 2234 99907-0  
[info@chaps-online.de](mailto:info@chaps-online.de) • [www.chaps-online.de](http://www.chaps-online.de)  
<https://www.psiproductfinder.de/ytbmzj>



## Tasteful until shortly before the festival

Jung is also a Christmas specialist, offering its trading partners **tasteful promotional messengers** until just before the festival. With many delicious products, Christmas design templates can be used or, of course, individual designs can be created. Examples: the new Lindt pralines, the promotional greeting or top sellers such as the gift box with Ritter SPORT chocolate cubes or the Ritter SPORT mini bars. Simply contact the Jung advisory team.

PSI 41545 • Jung Bonbonfabrik GmbH & Co. KG  
Tel +49 7042 907-0 • [zentrale@jung-europe.de](mailto:zentrale@jung-europe.de) • [www.jung-europe.de](http://www.jung-europe.de)  
<https://www.psiproductfinder.de/mtq3ot>

# HÄLT LÄNGER ALS EIN Espresso

Nicht etwa, dass wir den »Druckmarkt« als Mahlzeit empfehlen, doch arbeiten wir wie Spitzenköche an stets neuen Menüs, um unseren Lesern interessantes Fachwissen aufzutischen. Natürlich legen wir dabei Wert auf gute Zubereitung: appetitanregende Themen (auch wenn sie vielleicht nicht jedem schmecken), übersichtlich angerichtete Seiten in einer Druckqualität, die dem Anspruch der Branche entspricht. **Auch die Menüfolge kann sich sehen lassen.** »Druckmarkt« bietet Nachrichten als kleine Häppchen auf der Homepage, das kostenlose PDF-Magazin »Druckmarkt impressions« im Internet, alle zwei Monate das gedruckte Magazin und in loser Reihenfolge die »Druckmarkt COLLECTION«, in der schwere Themen leicht zubereitet sind.



## O Tannenbaum!

The PSI member [www.meinetanne.de](http://www.meinetanne.de) is starting the season with its **Nordmann firs grown** exclusively from sustainable forests in Schleswig-Holstein. The manufacturing company is certified according to the Global GAP certificate for controlled farming and sustainable resource management. The trees are delivered in three different sizes – 130, 150 and 170 cm – by DPD to every corner of Germany within two to three working days. A specially designed and tested shipping box is used for delivery. The attachment of individual finishes as well as individual shipping are possible.

PSI 49813 • Meine Tanne  
Tel +49 162 4058308 • [info@meinetanne.de](mailto:info@meinetanne.de) • [www.meinetanne.de](http://www.meinetanne.de)  
<https://www.psiproductfinder.de/n2y0zm>



## Christmas drinking pleasure

Multiflower carries a small present for the Christmas season in the form of tasty teas. The bags contain about 50 grams of **aromatic Christmas fruit tea**. A 65 by 40 millimetre space for promotional printing is located on the standard motif of the label. As an alternative, however, you can also have your own design measuring 70 by 90 millimetres, each available on orders of 250 or more. Among the ingredients are not only hibiscus flowers, rose hip peels, and apple slices, but also raisins, aromas and elderberries, chopped almonds, cinnamon, pineapple bits, cloves, citrus peels, mango pieces, papaya pieces, black currants and blueberries.

PSI 45974 • Multiflower GmbH  
Tel +49 6223 86656-11 • [vargel@multiflower.de](mailto:vargel@multiflower.de) • [www.multiflower.de](http://www.multiflower.de)  
<https://www.psiproductfinder.de/nzq2zj>

## Cool slogans – cool formats

Here comes the **app format** from Lediberg, square and practical. Available in many bright colours, it is the optimal medium for cool slogans, motivation and promotional impulses. An „inspireur“ to give your thoughts free rein. Depending on one's needs and tastes, various content and designs can be found in the Lediberg range. Short delivery times and creative branding solutions guarantee promotional effectiveness. The Lediberg team is naturally happy to provide advice and support for the visualisation.

PSI 42438 • Lediberg GmbH  
Tel +49 5261 606-0 • [info@lediberg.de](mailto:info@lediberg.de) • [www.lediberg.de](http://www.lediberg.de)  
<https://www.psiproductfinder.de/ytllow>





## Borghini has landed at Planet

With immediate effect, Planet Writing Instruments GmbH is offering the entire product range of the Italian manufacturer **Borghini**. A special highlight is the V112 Sport model in a trendy retro design. The rollerball with cartridge system can be equipped with a conventional ink cartridge. The shaft is made of high-quality plastic and features a comfortable rubberized grip and metal cap. The model is available in six attractive colours. Laser engraving or printing is recommended for attaching advertising.

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



## Cover with special haptics

A new box cover for sticky note products does not really sound spectacular. But anyone who holds the new **combination sets** from Geiger-Notes with **softcard cover** in his hand is quickly proven wrong. The soft, matte laminated cardboard underlines once again the role of the haptics for a promotional product. Optics and promotional impact are also convincing: Round corners and a matte finish ensure a modern look. The double-sided printing also opens up the inside cover as advertising space and makes for a perfect design. The new softcard cover is initially available for the best-seller combination sets Paris and Brussels.

PSI 41615 • Geiger-Notes AG  
Tel +49 6134 1880 • [info@geiger-notes.ag](mailto:info@geiger-notes.ag) • [www.geiger-notes.ag](http://www.geiger-notes.ag)  
<https://www.psiproductfinder.de/nmi0nd>

## Box with zip fastener

ADV PAX has another new box in its product range: **the Zip Box**. It features a charming exterior, offers plenty of space and can be used for all needs. For example, as an emergency or medication bag, make-up bag, collection box, but also for stowing music/instrument accessories, sewing accessories, toys or school supplies. The light, handy sized box can be finished in different ways: by using 4c offset printing or by embossing on the lid of the box.

PSI 46850 • ADV PAX Lutec GmbH • Tel +49 7123 38007-0  
[info@adv-pax.de](mailto:info@adv-pax.de) • [www.adv-pax.de](http://www.adv-pax.de)  
<https://www.psiproductfinder.de/zgu1mj>

## Creative ideas for Christmas

The **creative Christmas ideas** from emotion factory offer a perfect blend with customised design options for the gift just before the festive days. The biscuit stamp made in Germany from untreated beech, the Christmas tree recipe pad with ramekins, the Christmas mini cakes star or the Advent calendar tin will sweeten the pre-Christmas season for the business partner. And with an insert printed according to the customer's request, a banderole or the printed box, these promotional products each offer the perfect way to convey a brand message. What is also very special is the lovingly hand-bound Advent wreath from the Black Forest which is delivered with a card directly to the customer in time for the first Advent. Emotion factory also has lots of other promotionally effective Christmas surprises on offer. Depending on the product, the minimum order quantities vary from 30 to 250 pieces.

PSI 41016 • emotion factory – Heri-Rigoni GmbH  
Tel +49 7725 93930 • Armin.Rigoni@heri.de • www.emotion-factory.com  
<https://www.psiproductfinder.de/nzmzod>



## Semyr Novelties

The **Semyr pen** is one of the items on which Stilolinea has decided to invest: the company has chosen to propose the new Semyr All Black, Semyr Grip Black and the new three colours of the Semyr Grip Color as the trendy items for this model. As the famous "All Black" rugby team, Stilolinea is one of the strongest leaders in the promotional market: is reactive, with the flexibility and the logistic organization of its totally "Made in Italy" production and it is deeply convinced about the need to innovate. The power of these new Semyr models is totally revealed by the gleaming of its metal clips and chromed points, by the combination of its push buttons or grips made with matt or glossy materials which are mixed together on the barrel like in a rugby "clash". In addition, the Semyr Grip Color version is enriched by other three fashion colours: lime, lilac, cyclamen.

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

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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.

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## Variety on the gift table

Whether as a festively stamped decoration on cakes, as a clever pocket stamp or a multifunctional stamping pen Stamp&Touch – **the writing utensils with stamp function** from Heri Rigoni GmbH are the perfect, professionally produced promotional gift with a lot of variety to surprise customers during the Christmas season. The patented precision stamp mechanism made of metal and the possibility to make customised give-aways from small quantities make these pens so special. The stamp is customised for each recipient. Production begins from a quantity of twenty units, but can also be produced in large numbers at the site in Fischbach.

PSI 41016 • Heri-Rigoni GmbH  
Tel +49 7725 93930 • Armin.Rigoni@heri.de • www.heri.de  
<https://www.psiproductfinder.de/nzmzod>



## Top quality and personal

While many promotional products are quickly put aside after attracting only a short glance, an **elegant memo box** with personalised sticky notes from Geiger Notes is guaranteed to appeal to the recipient. And to remain in sight on his desk every day as a high-quality, personal advertising medium with a high utilisation value. The product range of Geiger-Notes includes two different memo boxes for sticky notes with individual names: The elegant Steel Memo Box made of brushed stainless steel and the modern Plastic Memo Box with plenty of space for advertising in 4C.

PSI 41615 • Geiger-Notes AG  
Tel +49 6134 1880 • info@geiger-notes.ag • www.geiger-notes.ag  
<https://www.psiproductfinder.de/nmi0nd>





## Pure anticipation

Whoever wants to surprise their customers and business partners in the festive season should begin preparations now. Choosing from the small and large gifts from the myrtle beach range at Daiber is enjoyable because there is something for every taste. Whether it be Santa Claus bags, Christmas hats or Advent calendars, you will find everything you need for the coming Christmas season. A nice idea for an **attractive filling of the calendar** is certainly one or the other accessory from the collection: hats, scarves, gloves, made of fleece or knitwear, or perhaps a wonderful shawl? Depending on your budget, the possibilities are virtually endless. In order to ensure that everyone can see at first glance who the giver of the beautiful gift is, all products can be customised by using printing and embroidery.

PSI 42819 • Gustav Daiber GmbH  
Tel +49 7432 7016-800 • [info@daiber.de](mailto:info@daiber.de) • [www.daiber.de](http://www.daiber.de)  
<https://www.psiproductfinder.de/zda3nz>



## For people on the go

The **instant hand warmers** from Göckener are made in Germany, iconic and intended to provide a soothing source of heat at all outdoor activities and events. Ideal in the sports stadium as well as the golf course, high seat, ice skating rink or for winter camping, these instant warmers heat up to around 50 degrees Celsius a few seconds after the activator is snapped. When heated in boiling water, they can be used over and over again. Thanks to the in-house toolmaking shop, they can be made in almost every standard and special shape, and multicolour printing or translucent colour film enables many different designs.

PSI 43242 • Göckener GmbH  
Tel +49 2561 9829-0 • [info@goeckener.de](mailto:info@goeckener.de) • [www.goeckener.de](http://www.goeckener.de)  
<https://www.psiproductfinder.de/nwmxow>



## Secure storage space

Kardon is the **elegant city backpack** solution in the Santini collection from Reda, which is ideally suited for carrying notebooks up to a size of 14 inches. Kardon features a spacious main compartment as well as eight smaller compartments. The backpack is not only ideal for those who want to take their laptop to the office, the precious laptop can also be stowed practically and safely during a stopover at the gym or in the bar.

PSI 46051 • Reda a.s.  
Tel +420 548-131125 • [b2bsales@reda.cz](mailto:b2bsales@reda.cz) • [www.reda.info](http://www.reda.info)  
<https://www.psiproductfinder.de/yzg0od>

## Step by step to victory

Which player will be first to complete all eight stages by collecting and laying down the required card combinations? With their new „**LEVEL8**“ games, Ravensburger offers three versions of the popular card collecting and laying game. The basic version, the master version and the board game are played according to a similar game principle with a number of versions and simple rules. Players move step by step towards victory. Those players who lay down the required combinations of numbers and colours reach the next level after each round. The first player to get rid of the remaining cards in his hand skips a level as a bonus. The simple rules and quick game make LEVEL8 an exciting card game for the entire family.

PSI 46563 • Ravensburger Spieleverlag GmbH  
Tel +49 751 861722 • gisela.horn@ravensburger.de • www.ravensburger-werbemittel.de  
<https://www.psiproductfinder.de/mjnmd>



## Pleasant support

High-quality **seat cushions** perfect for inside and outside areas are supplied by Sale in the Czech Republic. These seat cushions are kept compact in size, are extremely light in weight, can be folded up and therefore stowed away nearly everywhere in a side compartment. These water repellent and moisture resistant products come in materials of various thicknesses, colours and designs, and can also feature customized printing.

PSI 49617 • Sale s.r.o.  
Tel +420 777 151946 • martin.kozubek@sale-ostrava.cz • www.sale-ostrava.cz  
<https://www.psiproductfinder.de/mwu3yt>

## Sound experience of the new dimension

The premium products of the IBOMB series in the product range from KMS Kafitz promise an **extraordinary sound experience**. A hip design, quality workmanship and functionality in a class of its own: Whether it be a spontaneous after-work party, a morning jog or a sofa chillout – the Bluetooth loudspeakers from IBOMB are musically and technically way ahead. The appeal of the speaker shown here comes from its captivating design, its phenomenal sound and its deep bass: a give-away extraordinaire. The rubberized bottom surface ensures it is as steady as a rock. With NFC feature for easy smartphone connection.

PSI 48108 • KMS Kafitz Medienservice GmbH  
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**01**

2017

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Issue

**02**

2017

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**03**

2017

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**04**

2017

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## IPSA Autumn 2016 | Successful start to autumn

From 6 to 8 September 2016, the IPSA Autumn powered by PSI opened the autumn-winter season for suppliers and distributors of promotional products as well as their customers at the Moscow Crocus Expo. 185 exhibitors – including 71 first-time exhibitors as well as international exhibitors from Belarus, Germany, India, China and Portugal – presented new products and unusual promotional product ideas from all topic areas to 3,530 visitors. 38 per cent of visitors were buyers from an array of companies, 21 per cent came from advertising agencies, and 17 per cent from manufacturing companies. Almost every third visitor was a managing director or company owner. The high quantity and quality of the products impressed visitors most of all. While some of them said that their horizon had been enlarged, others confirmed that the IPSA is indispensable as a ground-breaking promotional products show. The exhibitors also expressed great satisfaction. They praised the excellent organisation of the trade show and were delighted with the knowledgeable visitors. On the first two days of the trade show, almost 350 visitors participated in the IPSA CHO!CE Award by voting on the best new promotional products, ideas and their use. 16 exhibitors presented products in the specially created Area 28. The IPSA Autumn was once again a great success for exhibitors, visitors and organisers. The organisers are therefore now inviting companies to the IPSA Spring 2017 at the Moscow Crocus Expo from 14 to 16 March 2017. [www.ipsa.ru](http://www.ipsa.ru)



## PSI 2017 | Consultant spots booked out

Ahead of the PSI 2017, the consultant spots have proven to be real hot spots. Created to offer PSI consultants and distributors an ideal framework to meet and greet industry customers on 12 January 2017, the 40 counters offered were booked out in a short time. In a prominent location in front of Hall 9, consultants and distributors can talk to their industry customers and present their first product highlights.



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# What do they know about us?

**W**

hat do the marketing people, agencies and buyers know about us? What do they really know about promotional products and our industry? That there are give-aways which are needed at trade shows? Aren't they those 'gifts' which always cause a hassle? The ones that require record keeping and cause tax problems in Germany and other countries? The ones with compliance problems because they are often unlawfully placed on the market? Do marketeers know that they are promotional products? How they work and what promotional impact they have? The larger question behind this: How are they supposed to know?

I have looked at numerous international distributor websites. With a sobering conclusion: Almost nowhere is something written about the power of the promotional product, the motives for their use and their effect. Products are more or less monotonously listed on the websites, page after page. There is a similar situation with suppliers. And this despite the fact that we have the relevant information, we have studies and clever people who write about promotional products. We know that a variety of promotional products can be found in almost every household, and they are often used for several years. We know that a long-term promotional impact is better than other advertising media such as print, TV or radio. Promotional products have a positive effect on customer relations, and customer loyalty increases whenever promotional products are involved. The brand image is positively enhanced and it can be proven that promotional products increase response rates when used in mailings or other campaigns.

We have the information and we are part of marketing. But we do not do generic marketing – that is marketing for the promotional product. We do not put forward our case and we do not communicate. Why is that? We keep talking about the fact that we have to speak louder, but we don't. There are approximately 12,000 promotional product distributors throughout Europe. Let us assume that each of these distributors would only publish information on the use and impact of promotional products on their own website and make it clear that a competent, efficient company is behind them. And let us also assume that an average of 1,000 users visit these websites each month. Then we would have 144 million contacts per year from people interested in promotional products, i.e. marketing people. In my opinion, an impressive number, which could be further increased in combination with other media.

It is necessary to address this issue and communicate on all channels what impact the promotional product has. It is necessary to be visible on the marketer's desk.

Best regards,



Michael Freter  
Publisher of PSI Journal  
Managing Director PSI  
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## Selectively given away, elegant and good

Promotional product experts probably know best that give-aways can achieve considerable effects when they are cleverly integrated into an intelligent marketing campaign as this product group is an elementary segment of the industry. Beautifully designed with a meaningful purpose and stringently used, they can unfold an effective impact. Branded products have long been an indispensable component of three-dimensional advertising. Renowned labels communicate quality, trust and acceptance – all qualities that make the advertising message long-lasting.

**Please give some consideration to the product theme of the January 2017 issue with the thematic group “Trade show innovations” and send your product presentations (image and text) no later than 7 November 2016 to: Edit Line GmbH, Editor’s Office PSI Journal, e-mail hoechemer @ edit -line.de.**

## Chocolate fancies

The motto of the Czech chocolate producer Čokoládovny Fikar is simple yet challenging: “We can make anything out of chocolate.” A look at the extensive product range of the company confirms that nothing seems to be impossible and that imagination knows no bounds. Jindřich Fikar and his team pour all sorts of designs and figures in chocolate. We take a look at this company.



## Werbemax celebrated “silver”

On a sunny Friday evening in September, the promotional product professionals from Werbemax welcomed some 250 guests to celebrate their 25th anniversary in the adventure world of director and filmmaker Michael “Bully” Herbig at Bavaria Filmstadt in Munich. Embedded in the anni-

versary event, 14 partner suppliers show how well exciting bridges in communication with the customer can be built by using the appropriate promotional products.



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