

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

December 2016

Volume 55



Focused ahead

Boris Iwansky
Iwansky GmbH

Product Guide

Give-aways
Premiums, brands
and design

PSI 2017

Trade show experience
for all senses

Powerbanks

The invisible difference

Under the
microscope
Inspections
make sense

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auf der PSI 2017
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2017

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Editorial

Is the industry changing?



First of all, a hearty thanks for the many compliments we received for our re-launch of the PSI Journal. Congratulations poured in through all channels – telephone, the good, old-fashioned letter, e-mail and Facebook. We deliberately chose

not to announce the relaunch or accompany it with fanfare. We said to ourselves: A relaunch which goes unnoticed does not deserve to be called a relaunch. We are delighted that so many of you noticed it.

It is becoming increasingly difficult to ensure that “quiet noises” are noticed and understood. Since the recent American election campaign, the “sledge hammer” method has been used. The Americans have approved exactly that, at least half of them. Now I do not want to go so far and compare the new president with Putin or Erdogan, but he has definitely eclipsed them verbally. It will be interesting to see how he plans to regain the respect of decent-thinking people all over the world after this disgusting mudslinging.

It will also be interesting to see how trade will develop worldwide. Trump wants to terminate numerous trade agreements. TTIP is thus likely to be permanently shelved. Trade with Iran, too. Trump wants protective tariffs, perhaps also for European cars? He has often spoken of the “old” Europe in aggressive speeches. So, we will have to work together to adopt a strong stance, which will by no means be easy in view of the tendency towards a greater national identity on both sides of the Atlantic. It should not be difficult for Trump to play the trump cards of Brexit Britain, Kaczynski's Poland, Orbán's Hungary, and possibly next year Le Pen's France against the rest of Europe. If this is what he wants and he succeeds, we must prepare ourselves for difficult times in export, import and trade.

So, let us hope that an American friend was right when she said that Trump is an opportunist who is only focussed on success with little regard for values. He will also throw all his wild announcements of the election campaign overboard if this brings him success, she says. It will then be essential that as many good people as possible in the conservative and economically liberal corner of his republican party are good whispering advisors – and promise him success. Let us hope so.

On this note

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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 **PSI**

The Leading European Trade S


My first choice
Umbrellas
Cups
USB sticks

Exclusive for PSI distributors: Show your cu
1st September 2016 only as visitor registered PS

 Reed Exhibitions

10th – 12th January Düsseldorf 2017

Show of the Promotional Product Industry



customers the PSI on Thursday. Starting from
all distributors can invite their industry customer.

www.psi-messe.com/tickets



Why inspections make sense

24

Too great are the distances between Europe and the countries of production, too different the business practices and the mentality. It is true that importers are given a warm welcome by local manufacturers and their wishes are heard. However, the products do not always meet the quality requirements of the customer and/or the legal requirements. On-site inspections are an important step towards more product safety and satisfied customers.

Čokoládovny Fikar: All around the world

86

The motto of the Czech chocolate producer Čokoládovny Fikar is simple yet challenging: "We can make anything out of chocolate." A look at the wide product range of the company confirms that nothing seems to be impossible and that imagination knows no bounds.



Brand Promotion: Own production is essential

88

Brand Promotion was founded in 1998. Originally established as a versatile manufacturer of promotional products, the Czech company concentrated on the production of headwear for the promotional product sector after only one year. A far-reaching decision with success.



Safety of powerbanks: The invisible difference

92

Rechargeable batteries are an integral part of our everyday life. The latest headlines on exploding Samsung smartphones and burning powerbanks show the explosive nature of this topic – also for the promotional product industry. Robert Bruns of Octogone, explains what distributors must look out for.



Wear/able

1



Several media

independently reported at the beginning of the year: The smartphone boom is over. Long live the next big mobile trend: Wearables. Smartwatches, fitness trackers, data glasses are the technology that men and women wear today.

High-tech

on the wrist, virtual reality on the nose – the professional analysts at IDC say wearables have a bright future ahead. The number of devices delivered worldwide will more than double from the expected 101.9 million at the end of 2016 to 213.6 million by 2020. (IDC Worldwide Quarterly Wearable Device Tracker)

Technology and lifestyle

can certainly be combined very well. A chronograph, for instance, quickly becomes a pretty, "smart watch" that connects to a smartphone.



2



1 | Foldable VR glasses

Lensen Toppoint B. V.

www.toppoint.com

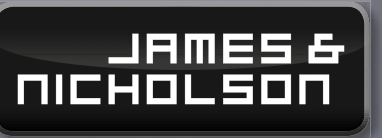
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2 | FITTY WATCH BLE 4.0

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sports

the

tights
jh314

running
shirt
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fun

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1

Hand/writing



2



3

Whoever believes that handwriting is obsolete in the age of smartphones and VR glasses is mistaken," claims the website of Insight-X, the trade show for paper, office products and stationery. Whoever (hand)writes will persist and can use beautiful instruments.

According to the laws of trend dynamics, every trend creates a counter-trend," say the experts of Zukunftsinstitut. The PRAGMA Institute, for example, discovered in a representative study conducted for INITIATIVE WRITING that handwriting has a great future potential in the digital age.

According to the study, not only elderly people are of the opinion that the "keyboard and touch screen are one-sided in the long run". "Handwriting is of significant value," say 91 per cent of 16- to 30-year-olds surveyed.

1 | "Borkum" writing set

Giving Europe B. V.
www.givingeurope.com
 PSI 45737

2 | Leather journal notebook

PF Concept International BV
www.pfconcept.com
 PSI 40972

3 | STOLA III writing instrument series

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They are becoming increasingly popular year after year: textiles. Versatile and universally useable, they are among the most effective advertising media in any campaign. It is no wonder that visitors to the PSI 2017 will see more of them than ever before. The Textile Area and Textile Finishing Area are being extended again. Hall 10 will therefore once again be the big fashion centre of the leading European trade show for the promotional product industry.

Significantly larger textile area

Trade show experience for all senses



Clothing, textile accessories and caps are the classics of promotional fashion and are at the top of the list of the most popular products at the PSI. More and more textile segments are being discovered as an advertising medium: Whether it be workwear, corporate fashion, home textiles, functional clothing, sportswear or leisure clothing – PSI textiles suppliers have promotionally effective and fashionable outfits for every application in their range. However, this alone does not make the special appeal of the PSI as a fashion hotspot. Rather, it is the enormous range that is on show – starting with the raw textile product, the finishing possibilities as well as the professional presentation on the catwalk. The emphasis is clearly on the wow-effect.

Hall 10 is again the fashion centre

In 2017, Hall 10 will once again be the fashion centre of the PSI. Here is where distributors will again be offered numerous aha-experiences. Last year alone, 43 per cent of the visitors were interested in promotional textiles. The central point is the 844 square metre special area of the Textile Area with its visitor magnet, the PSI CATWALK. Four times a day, fashion will be brought to life for half an hour when professional models showcase the enormous range of the textile promotional sector in a true firework display on the catwalk and captivate the visitors in a breath-taking, entertaining way. Textile promotional trends cannot be staged more effectively. The Catwalk will once again be bordered by the stands of the branded Textile Area where smaller, clever, trendy companies in the textile sector can be excellently positioned.

The entire textile value-added chain

The Textile Finishing Area will be located directly adjacent. At the 55th PSI, the exhibitors there will once again impressively present their entire competence in front of the visitors' eyes and show why they are so important to the industry. Textiles alone are not promotional products – only the corresponding finishing makes them into advertising media. Any promotional product advisor who knows how to use finishing techniques and who knows who to bring on board has a clear knowledge advantage. To this end, the Textile Finishing Area was originally created as an exhibition space for textile finishing directly in the textile sector. Here you can see which trends and developments the market currently has to offer. Also participating again in the coming year is an institution in the industry, Charlie Taublieb, who impresses with his legendary, popular and instructive textile printing demonstrations. The fact that textiles, finishing and attention-grabbing presentations are bundled in one hall means short distances and maximum benefits at the trade show for the visitors. The PSI will, of course, be a gathering of the great names. For example, Tee Jays, ID® Rexholm, KARIBAN and SOL'S, as well as the textile returnees Stanley & Stella, Stormtech Europe, Roly Gor Factory and New Wave. Distribution is also represented in Hall 10. For example, Falk&Ross and Lynka will be among the exhibitors.

Promotional delicacies

As the PSI is not only a visual experience but also a multisensory experience, textiles are not only the subject to draw great attention. The entire spectrum of the senses awaits visitors in the Tasting Pavilion at the PSI. Tasting and being convinced is the motto. Making a product perceptible and unmistakable – that is the claim of the 16 exhibitors of PSI GUSTO 2017, which will again be in Hall 9 next year. Products in the pastry, drinks, spices, food and sweets segments and many more will be on offer to taste, smell and be enjoyed. An abundance of promotional delicacies can be sampled by visitors at the trade show. After all, it must also be pleasing to the eye.

Show what you have and where you are

Participating and exhibiting at the leading European trade show for the promotional product industry is one thing. To be found easily and quickly by visitors is another thing altogether. PSI has developed various marketing packages, advertising and sponsorship ideas so that exhibitors can optimally advertise their trade show presence and selectively target visitors when they enter the trade show. For example, there are types of marketing packages which contain extensive presentation possibilities in the PSI on-



No matter if PSI Textile Area, PSI Catwalk or PSI GUSTO: PSI 2017 will again be a festival for all senses.

line and print media. In addition, exhibitors can also take advantage of further attention-grabbing offers. This already starts with the PSI Product Avenue in the entrance area of Hall 9. Exhibitors from the food sector can attract the visitors' culinary penchant to themselves and their products by means of the PSI Snack Box distributed by hostesses. Similar to the PSI Snack Box, the PSI OfficeBox will be available for exhibitors in the stationery and office supplies segment. This box will be handed out at the PSI stand and distributed by the hostesses during the trade show. A tried-and-tested marketing enhancer in recent years, the Bonus Voucher will also be at the PSI again in 2017. The vouchers can be discounts on the next order, a sample package or the like. PSI Bonus Vouchers will be distributed to all visitors along with the pocket-size fold-out hall plan. Further advertising and sponsoring opportunities with eye-catching quality will be triangular display stands in the North and North-east entrances, banners on the PSI Trade Show website, promotion teams at the trade show as well as floor graphics in the form of footprints with an individual logo. All advertising and sponsoring possibilities will be available at: www.psi-messe.com. <



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



31



Terry Fox
CupPrint

*“Cups by CupPrint
fulfil every wish –
even unusual and
challenging ones.”*

Our specialty is the production of individually printable card-board cups. We are one of the leading companies in Europe in the field, largely due to our versatility: images, blends, or shading – we help our customers apply more or less any design to their promotional cups. ●



32



Friederike Neumann

MOLESKINE B2B Distribution

*“Naturally smart.
We blend intelligent
design with new
technology – for your
advertising success.”*

We demonstrate our commitment to innovation every day by developing exclusive new products. The Moleskine assortment now extends beyond classically elegant notebooks to include a wide range of complementary solutions for the promotional products sector. This also includes creating links to the digital field – adding limitless creativity to our paper-based products. ●



33



Andreas Anesteder
oha-design

*“Design must
first surprise – and then
keep its promise.”*

oha-design develops innovative home, kitchen and lifestyle products. We inject new impetus into the market with our smart design ideas, wow effects, high quality and sophisticated functionality. ●



34



Ingo Schröder

5 CUPS and some sugar GmbH

*“Our mission –
to rediscover tea.”*

Individuality! Our strength lies in making tea creations which are to the exact taste of our customers. The idea: blend your own favourite tea from more than 50 high-quality ingredients, give it a name and have it individually packed. The best tea is your own favourite tea! ●



35



Albina Pen
Dragon Gifts

„We aim to offer our customers the greatest possible variety – and an opportunity to make new discoveries.“

We have many strengths as reliable specialists in promotional products from China: We offer top quality, best prices and a large selection of goods for all tastes. Check out all the benefits for yourself. ●



36



Ralf Krott
Candy Wave

*“You’ll always
surf the
right wave with us ...”*

Candy Wave – innovative and creative gifts made from cardboard and film. We offer top products at great prices – down to the smallest of quantities. And most importantly, without additional printing costs! Take advantage of our expert advice – and you’ll always find the right product. Surf the Candy Wave to your success! ●



37



Kim Köhler
Kandinsky Deutschland GmbH

“We manufacture custom-made promotional products. Each article is customised down to the smallest detail.”

Off-the-peg? Not our thing! Our promotional products are tailor-made. Even the smallest production runs are individually manufactured and delivered in a very short time. We always put quality and service first. A strategy we have also applied to our PSI FIRST product. ●



38



Jörg Dennig
JUNG BONBONFABRIK

*“Our customers
appreciate our innovative
packaging – and
much more, besides.”*

As specialists in promotional sweets, we always bear the entire package in mind when developing products. We aim to combine innovative packaging with delicious content. Whether brand name products or our own traditional sweets – Jung Bonbonfabrik always provides impressive quality. And has been doing so since 1828. We provide appetizing advertising messages – which look as good as they taste. ●



39



Rusu Cosmin
MEDIACONCEPT

*“Our goal is to say
‘YES’ every time
we are asked
‘Can you do that?’”*

We are a leading manufacturer of flags, pennants, sport equipments and other sublimated products. The main reasons for our success are: reliability, short delivery time, product quality, flexibility, fair prices and always investing in the latest technology. We have become a permanent fixture in the European market – one that customers can rely on. ●



40



Adam Matuschek
WERA WERK

*“Our tools make
life easier and
safer for users.”*

There are many hand tools. We at Wera believe there is no such thing as the perfect tool. We are constantly looking for new ideas. We think differently. We question things. 750 Wera Tool Rebels have fun reinventing screwdrivers and wrenches every day. The fun factor is high – but we're also successful. Our complaint rate is virtually zero. We are proud of our customer approval levels – and our design awards. ●



26
million German citizens possess a promotional product for two years or more

– according to the GWW advertising impact study. Within this group, the most common are tools. They occupy first place with 46 per cent, followed by bottle openers (42 per cent).

4 out of 5

British marketers use promotional products to strengthen the perception of their brand. This has been determined by the bpma (British Promotional Merchandise Association).

5,615

visual contacts are directed at a ball-point pen with an advertising imprint during its life cycle*.

2.5

times more consumers have a positive attitude towards promotional products as opposed to Internet advertising*.

1.5 billion

euros will be contributed by the advertising industry to the projected growth of the German gross domestic product in 2016. This is the finding of the Central Association of the German Advertising Industry.

85
per cent of people who have received a promotional shirt or promotional cap

from a company remember this company – worldwide*.

6,000

advertising contacts and more is the number each of us is exposed to, according to a study by the Institut für Marketing und Kommunikation. But only three of them can be recalled after 24 hours. Promotional products enjoy a particularly high recall rate.

* Impressions Study 2016 of the American Advertising Specialty Institute (ASI)


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

BESUCHEN SIE UNS AUF DER
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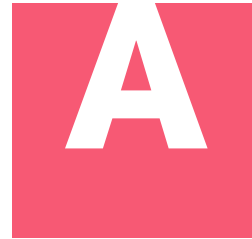
Too great are the distances between Europe and the countries of production, too different the business practices and the mentality. It is true that importers are given a warm welcome by local manufacturers and their wishes are heard. However, the products do not always meet the quality requirements of the customer and/or the legal requirements. On-site inspections, carried out before, during and after production, are an important step towards more product safety and satisfied customers.

UNDER THE MICROSCOPE

Why inspections make



sense



Although the supplier is obliged to deliver the agreed quality, problems can arise and the delivery is not in order. This is all the more annoying when time is of the essence and no longer allows for rework. Almost every importer knows this situation.

How do such quality deficiencies occur? Many Asian manufacturers are very successful in the huge domestic markets. Added to this is the fact that in some cases higher prices can be achieved in local markets. Sales with Europe are by and large growing, but due to the increasing number of manufacturers, sales generated by the individual manufacturers with European customers are sinking. Consequently, European business is no longer attractive for them. In the eyes of the supplier, it makes little sense to deal too intensively with the demanding European customers, especially since legal requirements and high quality requirements associated with such orders create additional hurdles.

Presence on site is worthwhile

Long-term survival in the marketplace is only possible for European companies, including those in the promotional product industry, with functional, legally-compliant and safe products. Centrally controlled, however, a concept must be adjusted to the local circumstances and implemented through local presence. As products and services are the result of processes, the processes relevant to production and procurement and their influencing factors must be closely examined. Facilities and buildings, material deployment and infrastructure, personnel and communication, production conditions, compliance with legal requirements, delivery capability and time management are just some of the parameters that must be kept in mind when manufacturing in Asia or importing products from Asia. It is worthwhile placing the quality assurance and the necessary tests into the hands of professional specialists. Investing in this service is not a luxury for companies, but rather an investment that pays off in the end: Checks are carried out as to whether orders are correctly executed, ensuring that the delivered goods really meet the quality requirements. In this way, you avoid annoying your own customer. The importer/manufacturer, together with the contracted quality assurance company, determines what exactly is to be tested and which criteria are to be used. It describes which faults are acceptable, conditionally ac-

weiter Seite 26 >>

>>

ceptable or no longer tolerable. The sample quantity to be checked must also be defined in relation to the total quantity.

Examinations from the outset

In order to be able to eliminate as many risks as possible, the initial tests are already carried out before production and are continued during the various phases of production. Factory evaluations ensure that the supplier provides permissible working conditions, provides functioning facilities and machines and has sufficiently high standards and an intact control system to ensure that the required quality and quantities can also be supplied in the long term. In addition to factory evaluations there are on-site inspectors to assess the raw materials, components and supplier parts by means of sampling. The experts, together with the customer, determine what, when and how to audit and accompany the entire process in an advisory capacity. The earlier defects in the production process are identified, the faster and more effectively they can be eliminated. This is why the inspectors are already active as soon as the first product is produced. It is immediately checked for a quality deviation. If deficits are recognizable, viable ways to solve problems during the production process are suggested.

Sampling of ongoing production

After the products' most important parameters have been checked at various times during the production process, the product inspection now goes into the details. For this purpose, samples are taken from ongoing production and subjected to a laboratory conformity test to determine chemical, mechanical and electrical safety, focussing particularly on usability, quality and workmanship.

Inspections after production

In order to achieve the best possible level of quality, an inspection is also performed after production has finished. The sample inspection (FRI = final random inspection) is done when the goods are completed, packed and ready for shipment. The samples are taken in accordance with DIN 40080/ISO 2859 and their quantity, operation and function, colour, size, specification and packaging details checked, as well as the quality of the workmanship. The official sampling inspection method, DIN 40080/ISO 2859, is based on mathematical probability theory. This procedure yields the number of samples to be checked from a given quantity or batch size. It also specifies the exact criteria for accepting or rejecting a shipment based on the number of defects discovered. This method thus enables the product quality to be determined in a way that both

Criteria of a factory appraisal

- Supplier identification
- Product range
- Main sales market and main customers
- Workforce
- Production output
- Machinery and apparatus
- Management and quality directions
- Manufacturing processes
- Intra-site quality inspections
- Raw materials management
- Semi-finished and finished products management



Goods inspection during production

Objective:

Identification of defective products or components

Implementation

Phase 1: Pre-production inspection

(Inspection, after about 5 to 10 per cent of the goods have been produced)

- For example, the extent to which the goods produced correspond to the order is checked.
- Do size, design, functionality, colour and colour fastness comply?
- Do packaging and labelling comply?
- The quality and conformity of the goods are checked.
- Further checks depend on the customer's requirements profile

Phase 2: Inspection during production

(Inspection, after about 10 to 20 per cent of the goods have been produced)

- For example, the total quantity, quantity per size, quantity per design, quantity per colour, colour fastness, packaging and quality are checked.
- Further checks depend on the customer's requirements profile

Goods inspection **after** production

Objective

To identify defective products, packages, labelling, to ensure that the goods are complete after production and before shipment

Implementation

- **Inspection at the end of production (final random inspection).**
- **This includes**
- **checking, recording, verifying the ordered goods**
- **checking the loaded goods based on the submitted packing list**
- **checking the shape of the package as well as its labelling**
- **checking the packaging and protection of the goods according to the respective weather conditions**
- **time of container's arrival**
- **photos of the goods and the packaging**
- **having Intertek seal the packages**



purchaser as well as seller can easily understand. The acceptable quality limit (AQL) is the maximum number of defects, expressed as a percentage, which are acceptable in an inspection. Purchaser and seller should reach agreement on this point. The detailed product inspection after production keeps to the same standards as the product inspection during production. Here, too, samples are taken and additional tests can be performed to ascertain chemical, mechanical and electrical safety, as well as usability, quality and workmanship.

Accepted Quality Level

Sample checks can be performed to decide how far a production batch is accepted or rejected. Quality testers use AQL tables (Accept-

able Quality Level) to ascertain the required sample size during quality management. With the AQL, during a precisely defined procedure a certain partial quantity is defined as a sample out of a quantity of goods. This sample is tested based on standards and provisions, or, respectively, according to the specifications and tolerances agreed between supplier and customer. AQL tables stipulate up to which number of defective products a batch can be accepted and from which number it will be rejected.

Loading control

Since experience has shown that some things can still go wrong around the loading dock, Intertek's service also covers sample inspections on the manufacturer's premises, in the warehouse or at the carrier before the goods are shipped. As part of what we call shipment monitoring, we once again check that the products, packaging and labels are all in order and whether the goods are complete after production, as well as during and after loading. To ensure this, the loading process is monitored and we ensure that the load is handled properly. This also includes checking the conditions inside the container: what about cleanliness or moisture, and were the goods loaded correctly? In the process, Intertek advises the manufacturer and, if appropriate, helps coordinate the required measures to be taken.

Goods inspection in the target market

After being transported by sea, the inspectors once again carefully examine the goods. As part of another final random inspection, this time at the destination of shipment, the ordered goods are inspected, recorded and verified once again. The inspectors proceed in the exact same way as in the post-production inspection (see page XX). The arrival time of the container is recorded, photos of the goods and packaging taken, and the packages are sealed. Then the shipment can be delivered.

The types of inspection presented can be carried out individually or in combination. It ultimately depends on the goods to be inspected and the customer's requirements as to which inspections make sense. Intertek gladly supports PSI members in creating individual quality assurance solutions and concepts and carries out all the inspections mentioned. <



For further information::

Martin Muendlein · Intertek Holding Deutschland GmbH · Phone: +49 711 27311 255
martin.muendlein@intertek.com · www.intertek.de



In the realm of promotional products, the pretty little advertisers **play the role of zealous couriers** which diligently, prolifically, purposefully and cleverly **spread the reputation** of wide-ranging advertising campaigns.



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<https://www.psiproductfinder.de/nmi0nd>

Packaged in chic black

Combination kits with sticky notes have so far been described with adjectives such as „useful“ or „practical“. Even if these virtues are indisputable and certainly account for the attractiveness of Geiger's promotional products, increasingly design-oriented products score points here too. With the two new combination sets London and Vienna, Geiger-Notes fulfils this need for high-quality optics. The matt laminated bookcover sleeve additionally provides a modern look. Both combi-sets offer two sticky note blocks (London: both blocks with 50 sheets each, Vienna: large block with 100 sheets, small block with 25 sheets) and a film marker set.



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<https://www.psiproductfinder.de/nwu3nj>

Summer breeze in winter

The refreshing Mini Mentos Drops from B&B Promotional Sweets remind you of warm sunshine even in the cold season. Packed in units of five pieces in customisable silver-coated sleeves in CMYK or one-colour to four-colour Pantone, the Mini Mentos are delivered to the customer mixed in the four fruity flavours of apple, orange, lime and strawberry. A perfect give-away in a compact size, at reasonable prices and available from a quantity of 500 pieces.



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Promotion!



TRIGON Deutschland GmbH

Kränkelsweg 28 · D - 41748 Viersen
Tel. 0 21 62 - 53 00 8-0 · Fax 0 21 62 - 53 00 8-20
E-mail: info@semo.de · www.semo.de



Pure natural wood

Pure woods in special shapes are a real pleasure to touch. Key holders, the popular and extremely practical advertising medium, are made by e+m Holzprodukte out of solid wood, thus making them fit comfortably in the hand. The First Love key holder is made from local fruit wood in a heart shape. The wood surfaces can be printed or lasered according to customer requirements. Skittle in the organic form is pleasant to touch and tempting to play with. It is available in FSC®-certified brown or in expressive Zebrano wood. Special colours are possible.

PSI 42200
e+m Holzprodukte GmbH & Co. KG
Tel +49 9181 297575
info@em-holzprodukte.de
www.em-holzprodukte.de
<https://www.psiproductfinder.de/mwm2nz>



PSI 41108 • Staedtler Mars GmbH & Co. KG
Tel +49 911 9365514
info@staedtler-promotional.de
www.staedtler-promotional.de
<https://www.psiproductfinder.de/yji4zt>

A piece of home in the hand

Writing instrument manufacturer Staedtler offers a writing instrument of a special kind with its new climate friendly pencil made of native lime wood: the PEFC-certified wood from regional forestry as well as the short distances during further processing leave an environmentally impeccable footprint during production. Lindenholz – the original type of wood used in pencil production – can be processed completely untreated and has ideal properties for achieving sharpness. Finishing is carried out in 5 colours from 2,000 pieces.



PSI 46051 • Reda a.s.
Tel +420 548 131808
b2bsales@reda.cz • www.reda.inf
<https://www.psiproductfinder.de/yzg0od>

Celebrate with style

Reda offers elegant, sturdy carrying bags with drawstring for stylish packing of gifts of various kinds. With regard to the Gold Bags Collection, the Czech company emphasises that the sturdy cardboard makes it possible to transport relatively heavy items. The gold-coloured exterior design ensures a festive anticipation, especially during the Christmas season.



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Tel. +49 8067 8830
info@steuber.de • www.steuber.de
<https://www.psiproductfinder.de/mwflzd>

Everything for the picnic

Practical sets for a grill party, a picnic or other outdoor event are offered by Steuber with its party sets. The plate set consists of a practical storage box with six plates. The box can also be used as a serving plate. Thanks to their ergonomic design, the plates can be easily held with one hand and are stackable. The series is supplemented by a carafe with six cups or mugs. These can be stored in the carafe to save space. An imprint of a customer logo on the carafe is possible.



PSI 46850 • ADV PAX Lutec Vertriebs GmbH
Tel +49 7123 380070
info@adv-pax.de • www.adv-pax.com
<https://www.psiproductfinder.de/zgu1mj>

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Boring was yesterday

It is time to put an end of boring key holders: ADV PAX has now come up with a special packaging idea. For instance, the new key holder in oil barrel optics with an integrated chain and key ring. The barrel can be imprinted or embossed with catchy company data. The minimum order quantity is 5,000 pieces. It is also possible to fill the oil barrel with different contents such as mints, jelly beans or chewing gumdrops. At ADV PAX, the customers themselves decide how their special give-away should look. Regardless of whether it is part of everyday basic equipment, a practical everyday aid or a chic trend accessory.

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Clever confusion

Even though it looks like a smartphone, this article is actually an ice scraper. The sturdy transparent polystyrene winter helper from elasto not only impresses with its extraordinary design, but it is also the ideal companion for the cold period. Due to its narrow, bevelled scratching edge, force is optimally transferred and exterior mirrors are also free of ice in an instant. The large advertising space, which can also be individually customized using UV digital printing, makes this gadget a special give-away or mailing enhancer.

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



Clear view

Winter protection on the windshield is a must in frosty temperatures and snowfall. Apart from the protective effect, the Promotion Wintershades from R3D Giveaways offer a great personalization area and high durability. The film can also be used in summer to protect against high temperatures. In addition, the manufacturer offers a very compact solution for storage under the glove compartment or under the car seat.

PSI 49331 • R3D, LDA
Tel. +351 275 331492
tania.pereira@r3d.pt • www.r3d.pt
<https://www.psiproductfinder.de/n2v1mm>



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

Extremely sturdy

Giving Europe offers its Key Largo key fob in black, green, blue, yellow, red and silver. It is made from sturdy plastic with an integrated LED lamp which emits white light. Thanks to its handy size and distinctive shape, the key ring is easy to find. Batteries and a key chain are included. An advertising application is possible by using pad printing or doming.



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

Universal helper for mobile phones

The compact, portable and handy tool called Metmaxx from Spranz is a universal aid for mobile phones or pads. The mobile stand is simply plugged into the headphone port which then becomes dust-protected. The extendable spiral cable allows easy operation of the touch screen (touch point) or cleaning the screen (microfibre cleaning pad). Thanks to the fold-out holder, you can also watch a movie on the road or park your mobile phone on your desk.



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

Thanks from the tube

If you would like to say a particularly elegant thank you, do it with the „Thank you“ tube from Römer Wellness. The anthracite frosted 75 ml tube with a white flip-top lid already features a nice motif. It contains a high-quality Aloe Vera hand cream. Its light texture is absorbed particularly quickly and does not grease. The additional components act as skin care and moisturize the skin. In addition, the cream is dermatologically tested and free of parabenes. In addition to the motif already printed on the front, an individual print (2.5 x 2.5 cm) can also be applied.



PSI 46131 • KHK GmbH
Tel +49 221 9854730
info@lipcare.de • www.lipcare.de
<https://www.psiproductfinder.de/ztuymw>

For a nice smile

The practical dental floss in the check card format of KHK is the perfect companion on the road. The dentOcard® offers ample space for promotional messages and fits into any purse. With a thickness of just two millimetres, it is also ideal for all mailing activities. 10 metres of waxed white floss with a mint flavour ensure a pleasant freshness and well-groomed appearance. The card can be ordered from just 250 pieces and can be printed on both sides up to 4c. The delivery time is only 2-3 weeks.



PSI 47411 • badge4you Wojciech Pawlowski
Tel +48 32 6165572
info@badge4u.eu • www.badge4u.eu
<https://www.psiproductfinder.de/zgy2od>

No chance for data thieves

According to Badge4you, their slim case for EC and credit cards securely protects against data theft by means of a so-called RFID card reader. The Cardguard holder prevents espionage devices from reading the card data while the card is „secure“ in your wallet. The cover has an enormous potential to become a top accessory, it is easy to customize and to print in colour and catches the eye with every payment transaction.



PSI 47814 • Lupenmaxx GmbH
Tel +49 7661 9099880
info@lupenmaxx.de • www.lupenmaxx.de
<https://www.psiproductfinder.de/odgwzq>

Quick help with tick attacks

With the Safecard®, Lupenmaxx presents a clever precision tool for the safe and uncomplicated removal of ticks. With an integrated magnifying glass, the unpopular blood suckers can be precisely detected and then simply removed with the special cut-out. Thanks to the handy format, the card can easily be stowed away and is ready to use. The original Safe-card® tick car magnifying glass is available in a neutral format or with an advertising imprint as well as with a transparent PVC sleeve including instructions or paper cover.

Pin badges



Trolley coins



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www.pinsundmehr.de

info@pinsundmehr.de



PSI 42938 • Reidinger GmbH
Tel +49 9732 9105 64
info@reidinger.de • www.reidinger.de
<https://www.psiproductfinder.de/mdm5zm>

Elegant cap

In addition to the classic silver cap, which is also available as a magnet, Reidinger offers metal caps in the colours gold and copper for use at the tip of black pencils. Thanks to the new colour selection and various design possibilities of the printing motif, the elegant promotional product places the advertising company even more in the limelight.



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

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Smart and unmistakable

Give-aways that perfectly advertise for products? Pruner Werbemittel has them and produces individual and unmistakable key holders and holding magnets in any desired special shape. According to the manufacturer, each product can be presented as true-to-the-original in a small format. Even the smallest details are precisely implemented, thus ensuring an extremely high reminder value. Various materials such as metal, enamel, plastic and many more are possible. A free layout suggestion is created when a desired motif is submitted.

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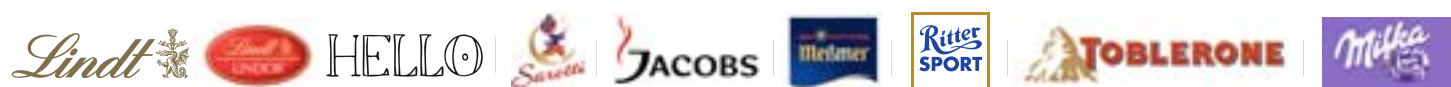
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PSI 40909 • Macma Werbeartikel oHG
Tel +49 911 9818133
verkauf@macma.de • www.macma.de
<https://www.psiproductfinder.de/n2i4nd>

Acknowledging gesture

Flexy Smile, the hand-pen made of plastic with a blue ink refill and touch function, is available at Macma. The attached hand is available in various fresh colours and finger positions. According to the Franconia-based manufacturer, the advertising message requested by the customer is printed on the shaft.

Buttons for individualists

As a manufacturer, importer and distributor, Pins & mehr has specialised in metallic advertising media for over 20 years. The collection of classic promotional clip-on pins, shopping trolley chips and key holders is constantly renewed and expanded. The original TRIGGI® has been part of the range since 2015. Products made of polyester, microfibre, felt and plastic also belong to the well-balanced portfolio of the established supplier. The best implementation for a promotional motif is ensured by the experience and competent round-the-clock service of Pins & mehr. Each order, even in small quantities, is produced individually.



PSI 46925 • Pins & mehr GmbH & Co. KG
Tel +49 8233 793120
info@pinsundmehr.de • www.pinsundmehr.de
<https://www.psiproductfinder.de/zjuzmm>



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

Useful thoughts

The mini notebook Norderney, which comes with an imitation leather case and 192 blank pages with a grammage of 70 grams per square metre, is available under item number 8535 at EasyGifts. A customer message or logo can be applied by tampon printing on the cover of the book that is individually packed in a polybag.



mugs for brands

www.premiergroup.pl

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

Green writing

Usefull, the multi-functional ballpoint pen available in blue, green, orange and silver from Boomerang, is an ideal give-away for boosting a company's reputation. The writing instrument can be printed with a company logo and consists of recycled, resource-saving PET according to Etikeko class A3. Due to its ergonomic shape and solid workmanship, the blue pen lies perfectly in your hand. In addition, Usefull has a rounded silicone tip which enables it to be used as a fully functional touchpen when the refill is retracted.

Caddychip in view

The euro for short-term use in the shopping trolley is often missing in a wallet filled with coins. LM Accessoires has the answer: the lightweight, inexpensive Caddychip from Reflects, available in many colours and featuring a particularly prominent advertising space. An evergreen among promotional products in the range of the Cologne-based company which has had a growing fan base for years.



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



Safe through dark times

During the dark months of the year, advertising companies can guide their customers through the darkness with the Klip reflector light from the Bullet product world of PF Concept. Klip not only serves as a reflector, it also illuminates, depending on whether a bright white light or a pulsating red flashing light is desired. The product can be securely fixed anywhere with a clip.

PSI 40972 • PF Concept International B.V.
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Rocket 250 FPV Quadcopter

Der Quadcopter Rocket 250 FPV ist ideal für den Einsatz drinnen und draußen. Die eingebaute Kamera liefert dazu die perfekten Bilder und überträgt sie live auf den am Sender montierten 4.3"-Farbmonitor. Per Knopfdruck zeichnet sie gestochen scharfe Luftaufnahmen oder Videos auf.



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Tel +49 421 5227-0
info@inspirion.eu • www.promotiontops.eu
www.inspiration.eu
<https://www.psiproductfinder.de/nja0yj>

Four ears hear better than two

The Share headset cable distributor from Inspirion works on the principle that four ears simply hear better than two. That is why the distributor has line-in connections for two headsets. Thus, this giveaway encourages people to get together and listen to music or watch videos on a smartphone or tablet. And thanks to 3.5 mm audio receptacle connectors, the distributors are easy to plug into devices. In addition, this little gadget comes with a transparent suction cup, which is very practical for mounting a mobile phone. This enables the smartphone to be set up in the perfect position for watching films. The cable distributor for headset comes in white, red and blue.

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PSI 41141 • Hugo Brennstuhl GmbH & Co. KG
Tel +49 7071 8801-171
werbemittel@brennstuhl.de
www.brennstuhl.de
<https://www.psiproductfinder.de/yjrlzt>

Security at night

The long-lasting set of three LED night-lights from Brennstuhl ensures a pleasant, soothing atmosphere in your children's room. It is equipped with a twilight sensor. A special feature of the trio designed in white, pink and light blue is a gentle, unobtrusive light that does not prevent children from falling asleep, and at the same time provides security in dark rooms. All devices can also feature a high-quality finish.

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You have e(motion) mail

Even before the customer opens the promotional product, a delicious aroma of cinnamon, cardamom and cloves wafts into his nose and immediately awakens the joy of looking forward to the days of Christmas. This is exactly what happens when the spice packets from emotion factory are a part of the next Christmas marketing campaign. Filled with gingerbread or mulled wine spices, this emotional promotional product had 6.8 x 4.3 cm of space for the winter marketing message and is at the same time an eye catcher at the next open house or sales campaign during Advent. Because it weighs only three grams, it is also cost-effective to send by mail, making the spice packet a perfect mailing companion for a very personal Christmas greeting.

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



Reindeer on customer receipt

Dasher, the plush reindeer that can be ordered from Axpol, remains in one's memory and conjures a smile on the face of its recipient. Particularly in the winter time, the toy effectively attracts the attention of potential customers, especially when it bears a red, printable T-shirt and key ring, and when it is attached to a bag, key fob or backpack.

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/nzdjyj>

Welcome to the party

A sweet Christmas surprise for guests is offered by Multiflower with a small chocolate Santa Claus, which the visitor finds at the door. This is how hosts welcome their visitors in a particularly nice way. Space for an advertising print is on the standard motif; alternatively your own design of the door charmer is possible from just 250 pieces.



PSI 45974 • Multiflower GmbH
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info@multiflower.de • www.multiflower.de
<https://www.psiproductfinder.de/nzq2zj>



PSI 45452 • CD-LUX Adventskalender GmbH
Tel +49 9971 85710
info@cd-lux.de • www.cd-lux.de
<https://www.psiproductfinder.de/mgu2nj>

Colourful chocolate delight

In fast-moving times of e-mails and social media, individual products that associate charm and high-quality haptics with brand-name quality are enthusing. CD-LUX offers quality milk chocolate, almonds, crispy flakes and semi-bitter chocolate. Filled with 30 to 50 per cent cocoa, the small Ritter Sport squares in the Business presentation box promise the ultimate chocolate flavour.



PSI 40043 • Kasper & Richter GmbH & Co. KG
Tel +49 9131 50655-0
info@kasper-richter.de • www.kasper-richter.de
<https://www.psiproductfinder.de/nteynt>

Small print made to appear large

Small print can easily be deciphered using Kasper & Richter's easy-to-use jeweller folding magnifier that can be carried in a handbag or trouser pocket. The high-quality, distortion-free folding magnifier with a genuine glass lens in high-gloss nickel-plated metal housing and 30-fold magnification comes in an elegant, fold-out storage box. The size of the advertising space is 20 x 10 millimetres.

-Advert-

ScanSafe® combines first-class protection with brand image

ScanSafe® is more than a highly protective sleeve for chip cards and passports. It is a **premium gift**, which makes a difference due to its unique combination of materials. The outer layer made from Tyvek® provides the unique look & feel: **Smooth, silky and elegant, yet strong and protective!**

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- Durable and indestructible
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Learn more at PSI Show 2017.
Meet us at stand 11N32!



www.bong.com/tyvek

BONG



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

Delicious Easter surprise

Jung has a stylish give-away in the form of an Easter sack to hand over prior to Easter. Each white sack is made of transparent organza fabric and contains a Gubor rabbit and two Easter eggs. A customisable advertising card, which is sealed with a decorative ribbon like a gift, is attached to the sack. In addition, Jung supplies ideas to design the numerous motif templates. Customisations with customer-specific CI are also possible.

Fair gift ideas

The innovatively developed custom-made products from Reciclage ensure a positive image in the area of environmental management. Products from recycled advertising banners, roll-ups and recycled paper are processed into promotional products, including pencil cases, spectacle cases, credit card holders and cosmetics cases, mobile phone covers, bags and key chains. Thanks to the support of workshops for disabled people in Germany and Brazil, Reciclage can offer products that reflect the social and sustainable aspect.



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PSI 48915 • emagnets
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emagnets@emagnets.eu • www.emagnets.eu
<https://www.psiproductfinder.de/zmq2zd>

Adhesive orientation aid

The magnetic bookmarks from emagnets are attractive and at the same time practical advertising media. They stick perfectly to a book page or a document, and always provide the necessary orientation. The magnetic bookmarks can be customised according to your requirements. The Polish company recommends the soft-touch coating for the finest feel.



Die Handschrift der Werbung



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

Sweet to the square

Sweets are always popular, regardless of whether they come in red or green, small or large. All the ingredients and processing techniques of the fruity, refreshing or tingling sweets from Kalfany, which are available in different flavours and sizes, comply with the International Food Standard 6. Packaged individually in completely individually printable flow packs or advertising wraps, the sweets can also be perfectly integrated into the square metal promotional can that is easy to open with one hand. The contents are, of course, freely selectable: besides sweets, there are also peppermint pastilles, gold or silver nuggets, tic tac or also Pulmoll cough sweets, Cool Ice, chewing gum as well as colourful, fruity American jelly beans.



ELEGANCE
0-9190

ELEGANCE GO
0-9190 GO



Modell in weiss und schwarz eignet sich für Spiegelglanzgravur



ETUI
0-0917



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

Extremely attached

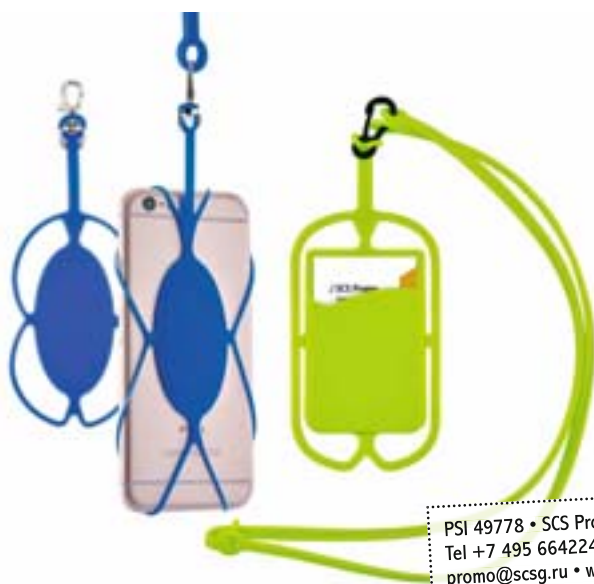
Promotional bags from Joytex can be finished for celebrations and events using screen printing with up to four printing inks, and are available at short notice. Among the best-sellers are shoulder bags made of PP non-woven material. Perfect for universities, for instance, they provide sufficient space for brochures, documents or the like. The Vienna model comes with short handles in 80 grams per square metre quality and 38 by 42 centimetres in size and is available with a minimum order quantity of 250 pieces with print in 29 colours.

Pure advertising medium

Made in Germany, Freshtis® from CPS enable individual advertising messages for refreshing and cleaning wipes for a wide range of industries even in small quantities. Only the best ingredients are used, certified and dermatologically tested. Tailor-made product solutions and uncomplicated order processing are offered for refreshers, disinfection, relaxation, surface disinfection, shoe care, cockpit and eyeglass cleaning, all in combination with a high-quality four-colour digital print in photo quality.



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

Secretary for the smartphone

Ideally suited as a give-away at events is the mobile phone holder from SCS Promo in Russia. The useful promotional product made of silicone features a detachable lanyard and a practical pocket that can be personalised on the reverse side with a logo, contact details or a QR code, for example, to store bank cards, driving licences or business cards.



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69th General Meeting with interesting topics

Promoswiss, the industry association of the Swiss promotional product industry, recently met at Zurich zoo for the 69th General Meeting and Autumn Conference. More than 40 invited participants from some 30 member companies exchanged information on current industry topics. After a brief introduction, Promoswiss President Roger Riwar informed the participants that the promotional product industry had been included for the first time in the annual WEMF advertising statistics. Nadine Schneider, responsible for the "Education" department, welcomed Sabrina Scherrer who was the first trainee to complete a commercial vocational training course in the field of "promotional products" this summer. An important agenda item was also the new developments at the upcoming PSI Trade Show. Nina Schiffhauer, Senior Event Manager at Reed Exhibitions, gave an overview concerning this. www.promoswiss.ch



Promoswiss

Attentive participants at the Promoswiss Autumn Conference.



Lensen Toppoint

Sales team in Germany strengthened

Lensen Toppoint, the Dutch supplier of promotional products, has strengthened its German sales team with two new account managers for southern Germany, Austria and Switzerland, as well as with a new customer support team. Kai Sahm is responsible for customers in the postcode areas 6 and 7 as well as in Switzerland. He is familiar with the promotional product sector and boasts experience in the retail sector. Ralf Wahner is responsible for customers in the postcode areas 8 and 9 as well as in Austria. He can look back on many years of sales experience in the promotional product sector and is already familiar to many customers. Eugen Jurk completes the German back office team at Toppoint. He is responsible for, inter alia, customers in the postcode areas 0, 3 and 5. www.toppoint.com

The Toppoint team in Germany: (standing from left to right) Ralf Wahner, Andre Rothenburg, Verena Terhalle, Vanessa Schlimbach, Kai Sahm, Jascha Stroeve. Front row from left to right: Inga Naber, Julia de Jong, Eugen Jurk.

French team expands

Zaklina Camus has joined Goldstar's expanding French team as Area Manager. Having previously worked with Listawood Ltd, Zaklina brings over nine years of experience within the promotional products market to Goldstar. Zaklina, fluent in English, German, Serbian, Spanish and of course her native French, is extremely happy with her Goldstar appointment: "Goldstar is a relatively young company, but is growing in popularity at a phenomenal rate. The company is now the fastest growing trade supplier in Europe, and of course France. I'm particularly impressed with their dynamic team and innovative approach to business." Olivier Chabal, Country Manager for France, is really looking forward to having Zaklina on-board. According to Olivier, "Goldstar's sales in France are increasing dramatically and with Zaklina on our team, this upward trajectory will be even greater." Zaklina can be contacted on: +44 78 606 34043 or by e-mail Zaklina.Camus@goldstar-europe.com.

www.goldstar-europe.com



Goldstar

Zaklina Camus is the new Area Manager at Goldstar France.

The ztv express customer card

At the PSI Trade Show 2017, the logistics expert ztv will be operating the PSI Shipping Station for the fourth year in a row. Trade show visitors can have their promotional product samples sent direct to their office worldwide. This avoids the annoying task of lugging around samples on the way home because the samples are delivered conveniently to your workplace.

PSI 2017

The ever-increasing volume of packages at the shipping station is a sign of the necessity and attractiveness of this service. A further increase in the number of packages in 2017 will be made possible by the ztv express customer card. The benefits of the card for the user are: virtually no waiting time, a discount of 10 per cent on the first shipment, and faster handling due to recognition of the invoice and delivery address.

How does this work?

If you do not already have a ztv express customer card, simply contact ztv in advance. ztv will then assign a customer card to the customer. Prospective customers can also stop by at the PSI Trade Show 2017 at stand 9M42 and receive a card there. An individual link can be found on the customer card. By scanning the QR code or by entering the URL, the desired delivery address for advertising material can be stored. When scanning the customer card for sending samples, the delivery address is then recognized accordingly.

For those visiting the PSI Trade Show on two or three days, ztv offers the possibility to temporarily store previously acquired samples. In order to meet the growing demand, ztv is once again expanding its storage area at PSI. www.ztv-logistik.de



All-day customer service at the end of the year

Less stress at the end of the year: PF Concept Germany is extending its service times ahead of the Christmas trade. To ensure that all inquiries made at short notice can be processed successfully this year, the employees of PF Concept are available from Monday to Thursday from 8 am to 6 pm. On Fridays, the competent consultants of the promotional product specialist from Emmerich are available to their trade partners between 8 am and 5 pm. If it needs to be fast, PF Concept is at hand with its reliable service. In the case of an order with express delivery placed by 22 December at the latest, delivery will be made on 23 December because with additional finishing, only one extra day has to be taken into account thanks to SureShip® Service. PF Concept assures that deliveries between Christmas and New Year's Eve are also no problem.

www.pfconcept.com



The PF Concept Warehouse in Poznan/Poland.



Meine Tanne

The Nordmann firs of “Meine Tanne” originate exclusively from sustainable forestry in Schleswig-Holstein.

New to PSI: “Meine Tanne”

A new member of the PSI network is “Meine Tanne”. The Berlin-based company is starting off the season with its Nordmann firs which grow exclusively from sustainable forestry in Schleswig-Holstein. The manufacturing plant is certified according to the Global GAP certificate for controlled agriculture and sustainable resource management. The trees are delivered by DPD in three different sizes – 130, 150 and 170 cm – to every corner of Germany within two to three working days. A specially designed and tested shipping box is used for delivery. Customised finishes can be attached and customised dispatch is also possible. www.meinetanne.de

Personal data

New impetus in the field service



Fare

The team of the promotional umbrella specialist Fare welcomes two new employees in October 2016. Marcus Hegel (picture left) already worked successfully with Fare Sales Manager Günter Schmidt and as a key account manager in the koziol promotion team. Dominik Dell has been working for koziol since his traineeship and from 2004 he has done project work in the promotion team as a key account manager. Thus, for the first time, two full-time employees are exclusively responsible for customer support at Fare. Marcus Hegel will primarily look after northern Germany while Dominik Dell will mainly be responsible for southern Germany, Austria and Switzerland. www.fare.de

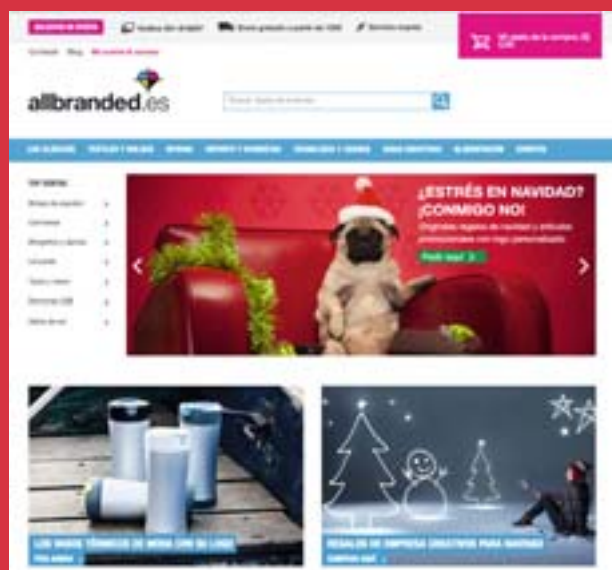


Online shop opened in Spain

allbranded

allbranded, one of the largest B2B online promotional product distributors in Germany, is pushing ahead with its expansion into European countries by launching its online shop in Spain. After an intensive preparation phase, business customers can now access a large assortment of almost 20,000 customisable promotional products at www.allbranded.es and easily and conveniently configure them online. The Hamburg-based company is thus represented in 5 European countries in addition to its

home market of Germany. In the course of next year, several more foreign markets will follow. Every promotional product can be configured online with just a few clicks and printed with a logo, photo or motif as well as a special promotional text. “I am sure that with these success factors we will not only meet their expectations, but will even surpass them. The opening of a web shop in Spain is the next big step in our expansion strategy which we want to implement with great ambition”, says Marco Krahmer, CMO of allbranded. www.allbranded.de





Karlowsky Fashion

Thomas Karlowsky among the top-dressed German national cooking team.

At the culinary Olympus

The IKA/Culinary Olympics (international cookery exhibition), which has been held in Germany in four-year intervals since 1900, took place at the end of October. At the forefront of this prestigious professional competition for cooks and pastry chefs were the outfits from Karlowsky Fashion. The venue for this year's IKA, which provided an interested public a wide range of gastronomic treats, was Erfurt. The kick-off was the ceremonial parade of the nations and the lighting of the Olympic flame. An eye-catcher was the outfit of the German national team of chefs who had chosen Karlowsky Fashion as their outfitter. The team received chefs' whites of the luxury brand Diamond Cut, which is characterized by elegant cuts and high-quality Pima cotton. These and other products from the Karlowsky company could also be seen at the company's own stand as part of the IKA. www.karlowsky.de

Personal data

New Sales Manager France

SPS France is delighted to announce that Anne Gobled will be joining their team from 1st October 2016, taking up the role of Sales Manager, France. Anne has many years' experience in the promotional products industry and has spent the past eight years promoting British made products across France as part of her previous business, GB Connection. www.spseu-france.com

SPS France



Paris Sales Office opened

British manufacturer Listawood has appointed Hervé Argenson as Business Development Manager for France. He will be joining Listawood's team of Business Development Managers throughout Europe. Based at Listawood's new French office, just outside Paris, Hervé will be helping to promote Listawood's strong product proposition and developing their presence in the French market. www.listawood.com

Listawood



Mundus Vini: 4 gold awards

The wines of Römerhof winery in Traben-Trarbach on the Moselle have once again won awards. While almost all the wines have already been awarded the Golden Chamber Medal, they were finally ennobled. All four of the Riesling wines from the year 2015 were honoured with a gold medal at the Mundus Vini.

Römerhof winery

The Mundus Vini takes place in Germany every year and is one of the most prestigious wine competitions worldwide. "The Römerhof winery is part of the Römer family business and the nucleus of what is now the largest supplier of culinary gifts. The group of family enterprises is also known for its promotional drinks, lifestyle products and wellness products. Unfortunately, the award-winning vintage is currently almost sold out. But the new vintage is already in the offing, and will certainly be equal to the quality of the old one", says Sebastian Römer from the management.

www.roemerwein.de



For a revealing look behind the scenes, the logistics company ztv invited interested PSI members to its central location in Krefeld/ Germany. The in-house event addressed the topic “Why do I need a professional for promotional product logistics?” with a comprehensive presentation.

ztv in-house event for PSI members

Promotional product logistics par excellence



N After a brief welcome by Peter Kieffer, the Managing Director of ztv, Jacqueline Maibaum, Marketing Manager of ztv, explained the “digitalisation of the drivers in this day and age”: “Modern communication paths enable faster handling in logistics, logistics is becoming increasingly paperless, and thanks to Big Data vast amounts of data can be processed and analysed. But despite or perhaps because of digitalisation, promotional products

always play an important role. For the human exists as a physical being – offline – in a digital world. He needs, for instance, name tags at a trade show to show which company he belongs to or business cards to exchange contact details”, explains Maibaum. The logistics for promotional products thus continues to play an important

Plenty of space for storage and picking is offered by the new ztv logistics centre which has also been set up to meet the specific requirements of promotional product logistics, event logistics and e-commerce logistics.

role. "As such, every distributor or manufacturer of promotional products has to ask himself the question: Should I deal with the logistics myself and face the resulting challenges, or should I source it out?"

Challenges and solutions

The kinds of challenges likely to face customers and the solutions that logistics service providers can offer were presented for the individual process steps of the logistics value chain. Maibaum added: "Challenges arise, for example, with the types of storage and order picking. There may be a lack of know-how to find an appropriate type of storage for small-size promotional products such as pens and large promotional products such as neon signs. Other challenges may arise from a lack of IT infrastructure. A warehouse management system, for example, enables an error-free management of storage areas and scanner-based picking. Even the choice of the type of delivery raises

the question: Which mode of shipment should I choose for urgent shipments and which one for standard parcel delivery?"

ztv as a reliable partner

At the end of the presentation, the guests were given a checklist with factors that should be considered when choosing a promotional product logistics partner. Important factors are primarily the reliability of the logistics partner, a designated contact person and the experience of the service provider in the promotional product industry. "Your service provider should know how to safely ship a coffee mug to India without it being shattered into a thousand pieces," said Maibaum as she summarized the benefits of the official PSI partner ztv in five reasons: flexibility and quick solution finding – availability 365 days a year / 24 hours a day – a dedicated contact person – years of experience – a reliable partner for the customer.

Behind the scenes

Afterwards, there were a lot of interesting questions to be answered before the tour of ztv's recently extended logistics centre got underway and professional logistics could be experienced at first hand. Logistics Manager Ralf Heller led the tour and provided vivid examples of the contents of the presentation before. He explained the areas



During a tour of ztv's new logistics centre, the Logistics Manager, Ralf Heller, explained how modern promotional product logistics works and the benefits it brings.

of the warehouse, various storage and handling methods, and showed how the different requirements of customers are individually met in the picking and packing steps. After the tour, further questions were clarified and recommendations were made in individual conversations during a small get-together with snacks and refreshments. "We were delighted with the interest shown by the participating distributors and consultants and are now preparing for the 2017 PSI where ztv will be supporting visitors for the fourth successive year with the PSI Shipping Station", said Peter Kieffer in conclusion. <

SOL'S Family Meeting took place at the end of September, a few weeks after the big anniversary celebration party in Paris with more than 800 customers. The distributors of SOL'S came from all over the world to meet in Barcelona for four days. There, SOL'S presented its new 2017 collection there.

SOL'S celebrates its 25th anniversary

97 new products are presented



SOL'S founder and managing director Alain Milgrom presented the new products.



The 97 new products expand the company's collection to a total of 400 products.

The 97 new products expand the company's collection to a total of 400 products. More than ever before, the promotional textile specialist has thus underlined the importance of Anywear by SOL'S. SOL'S now has the right products in its assortment for all occasions and activities. Under the applause of its distributors, the new products were presented as part of a fashion show. The "Catwalk" and "Beachwear" collections were particularly enthralling. New shirts and polos, namely "Brandy" and "Becker", as well as the trendy Crop Top "Maeva", were also extremely well received. Further new products enhance the successful workwear range. SOL'S has also responded to the demand of the market with many interesting products in its jackets and sports segment for 2017. With a total of seven collections, SOL'S once again demonstrates its confidence in growth in international business. This confi-

dence is largely based on the activities of SOL'S distributors around the world.

Designed in Paris

SOL'S distributes its products in more than 60 countries through its distributors. Its current range for 2017 includes 400 products (more than 11,000 SKUs) to meet the demand for cuts, sizes and many colours. In 2016, SOL'S was delighted to add two new members to its distributor family. SOL'S creates and designs all of its products in the heart of Paris and, according to the company's forecast, will sell more than 65 million items this year. The largest sales markets include promotion and events, sports, corporate, merchandising, workwear, e-commerce and tourism.

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New trends for young writers

Customers looking for youthful, vibrant writing instruments will not be disappointed with the three new Semyr models from Stilolinea. The pens feature bright colours on the upper part, a new bright silver grey on the ring, glossy white in the button, and high-quality ABS material. The shaft ensures comfortable writing and fits perfectly into the hand. An alternative is the pen in classic black with a new stylish silver glitter.



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

Loudspeakers with added value

The handy PowerDrop from Orgahead features three functions in one device. The mobile drop-shaped loudspeaker delivers a rich sound and, in conjunction with a mobile phone, tablet and co., you can experience music in a high sound quality. Up to four hours of running time are guaranteed. The portable design object also functions as a hands-free system for relaxed telephoning. The third function can also be activated within a few seconds: Via the Bluetooth connection of the smartphone, selfies and group photos can be taken by remote control release.

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Unrivalled impact

The individualized promotional calendars are fully adapted to the corporate design of the advertiser and offer the unique opportunity to have a positive effect on your target group on the desk. Since the invention of the 3-month calendar in 1937, terminic has always continued to develop its products. The range now includes 30 calendar models with calendars in over 35 languages as well as a digital 3-month calendar app. In addition, there are promotional calendars with 3, 4, 5, 6, 7 and even 8 months, both for the wall and for the desk.



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Not only children love them

Many of us have known them since our childhood: Success-Werbung individualises Pustefix soap bubbles for companies and promotions at short notice from just 50 pieces. After more than 65 years, the brand with the soap-blowing bear is as popular as ever. Soap bubbles with individualized packaging are a delightful support of many marketing activities and an original give-away at events, trade shows, workshops, seminars and the like. From the classic Pustefix can to the most diverse soap blowing games, no wish is left unfulfilled.



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Spiciness from the bat

Even if the barbeque season is already over, the King Pepper pepper mill from Profino is the ideal men's gift. The Cole & Mason pepper mill in the sporty baseball bat design not only presents itself as probably the hottest pepper mill for winter grilling, it also adds spice to any party. Thanks to its XL capacity, the King Pepper ensures that pepper never runs out while grilling. The pepper mill has an impressive length of 720 mm and is made of beechwood. Cole & Mason gives a 25-year guarantee on the grinder made of stainless steel.

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Powerful yet compact

This screwdriving tool from Wera is a must for every tool case: A magazine with six different 25 mm bits is integrated into the handle. The apparent short screwdriver for tight working situations turns into a long screwdriver for all conventional tasks at the push of a button. The blade is removable and can be used for machining operations. The ergonomic power grip and Rapidaptor quick-change chuck ensure low-fatigue work and high screw speed. A bag with an individual logo patch can be ordered from 100 pieces.

– ANZEIGE –

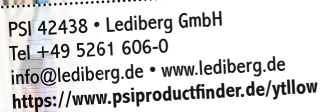
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Thanks to a new high-end digital printing system with state-of-the-art UV technology and matching design software, Lediberg fulfils all high standards for finishing calendars and notebooks. With such creative presentations as “Pop Art”, for instance, Lediberg offers strong ideas and inspirations for many target groups. The books are made with individual messages in the speech bubbles on small orders of fifty or more. Special accents are set by doming, spot varnish and embossing on the full-faced cover.

-Adverts-



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Individual bracelets

Trends21 makes customized bracelets in customer-specific designs. A metal badge in a standard or special shape, furnished with logo, text, or graphic art by means of embossing, ennobles the adjustable-length cloth band, which can be dyed in the desired Pantone colour and is thus ideal as a merchandise product, and as an event or charity armband. The minimum quantity is 250. In addition, the custom-made metal badge can be supplied as a pin or key ring pendant.



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



PSI 44668
R. Cermak - Penlights (Made in Germany)
Tel +49 7231 106105
info@richard-cermak.de
www.richard-cermak.de
<https://www.psiproductfinder.de/njhlyz>

Mini but powerful!

Now presented by Richard Cermak, the premium mini flashlight called Wonder initially impresses with its exclusive design. However, its inner values and practical value are also quite impressive. The patented circuit can be switched between momentary and continuous light by pressing the clip or the upper button and the high-quality aluminium housing is considered to be very robust. The flashlight is optionally available with LED or with a light bulb.

Sweet highlight

A real eye-catcher from the outside, surprising and convincing on the inside: Kalfany Süße Werbung customizes its big My M&M's Premium Promotion Box and fills it with a total of 80 grams of tasty My M&M's chocolate beans, which again are entirely personalized. With the handwritten dedication of the customer and provided with a visiting card, this is certain to guarantee advertising success.



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

Distinguished author

Under article number 1085, Giving Europe is presenting the Rochester Charles Dickens ballpoint pen. Rochester is available in black and silver, with a refill that writes in black and is an attractive luxury item that comes complete with an elegant gift case with a metal label. All elegantly designed Charles Dickens items contain a certificate of authenticity. Advertising can be applied by means of laser engraving.



PSI 48383 • BSC SPA
Tel. +39 541 811511
garzia@bscincincentive.com
www.bscincincentive.com
<https://www.psiproductfinder.de/ogq2mt>

In the race for customers

Since 1977, Sparco products have revolutionized the automotive sector in the world of motorsports and supercar series. The same is true in the promotional and corporate gift industry since Sparco became a brand and became involved here. The products are manufactured and marketed by BSC SPA and have earned a good reputation. The practical ventilator with magnetic holder is thus a useful tool for hot hours in the car. More innovations can be found in the online catalogue at thegiftcollection.net



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Lucid quality

Simple design combined with high-value quality: the Rubber Jet-Flame lighter available in four colours from KP Plattner is notable for its rubberized surface and wind-protected flame. Thanks to its large printing space, the lighter is ideal for individual advertising messages. KP Plattner also offers a wide range of lighters that can be finished in-house. The latest trends as well as the classics can be found in the free catalogue.



Minimalist and high quality

The distinctive feature of the Birillo bathroom series from Alessi, designed by star designer Piero Lissoni, is the balance between minimalistic shape and high-quality materials. The entire collection has the shape of a rounded square with perfectly elaborate details. All objects are simple, but not trivial. The series was awarded the Design Plus in Frankfurt in 2014.



Packaging serves as seat and storage space

The multifunctional seat and storage cylinder called BIG from The Gift is a real multi-talent. The barrel is equipped with a comfortable seat and is also suitable for storing all kinds of accessories. With its unique RAW design, it fits into every household and is also the perfect way to pack a Christmas present. The container is made of metal and PVC and is available with a diameter of 31 or 28 centimetres and a height of 43 or 32 centimetres.

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Natural value creation

With the Lanybook with Appeel material made of apple peels and select plant fibres conceived for Denn's organic supermarkets, Lediberg has accomplished several goals at once: sustainability and appealing design. The twin-coloured band and the attached button as gel doming help make the Lanybook into a real brand ambassador. Ideal for customers who put their trust in quality, sustainability, and optimal image transfer. The Lanybook in this individualized design is available on orders of 500 or more, without a button on orders of 300 or more. The delivery period is eight to ten weeks.



Cooking with star quality

Jamie Oliver is one of the best-known star cooks in Europe. He also sells, under his own name, a large number of kitchen utensils that meet the demands he puts on function and style. As an exclusive sales partner for the product range in the promotional products and gift segment, PF Concept is presenting the original Jamie Oliver apron, made of robust denim, and the famous cook's portable kettle grill. Both products stand equally for elegant design and practical functionality.



Exclusive spot for the logo

LogoHocker are unique, comfortable, high-value, modern seats that the supplier, ME:Sch, will print or embroider, and not only with a logo. The shape, colour and material also reflect the corporate design of the advertiser. The LogoHocker brings together the most modern planning and development technology, as well as design, with solid craftsmanship made in Germany. A nearly unlimited variety of shapes, colours and covers enables the optimal implementation of logos. The LogoHocker is the ideal supplement to trade show stands, offices, lobbies, presentations, TV shows, sports arenas or photoshoots.



Multifaceted travel cushion

Thanks to the sturdy, adjustable Velcro fastener, the TravelFix travel cushion from Sandini, a loyal companion for relaxed sleep on business or vacation trips, can be attached comfortably to the neck and universally adjusted to be narrower or wider depending on size and need. By a simple turn, it is possible to position it so that the user's head is optimally supported while asleep. Outlast technology provides dynamic climate regulation. Outlast materials add to personal comfort by absorbing and storing surplus heat, and releasing it when needed.

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

For any purpose

With the new Parvis collection from Delsey, the manufacturer is specifically targeting young buyers by focussing on a special price/quality ratio. The sporting note of the business series includes two briefcases as well as a backpack and a trolley. All products have a padded compartment for a tablet or laptop up to the maximum size of 15.6 inches. Delsey offers a two-year warranty on these products. The company is celebrating its 70th birthday this year and has many years of experience in the production of high-quality suitcases and bags.

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PSI 47733 • Sympathie Company GmbH
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j.wagner@sympathie-company.com
www.sympathie-company.com
<https://www.psiproductfinder.de/oduzot>

Highly effective traditional advertising

Rusty Optik is the finish on a porcelain cup through sandblasting, in which the upper glazing is removed and the raw material of the drinking vessel is revealed. Such a haptic, as well as cult upgrading of a traditional advertising medium implements sympathy and creates a unique multisensory object with the character of a collector's item thanks to its clearly distinguishable sandblasting: a promotional product that opens up a considerable communicative potential with multiple uses right in the midst of the target group's living environment.



PSI 45720 • DreamPen
Tel +48 68 4772230
dreampen@dreampen.pl
www.dreampen.com
<https://www.psiproductfinder.de/ntrhn2>

Clip as an ambassador

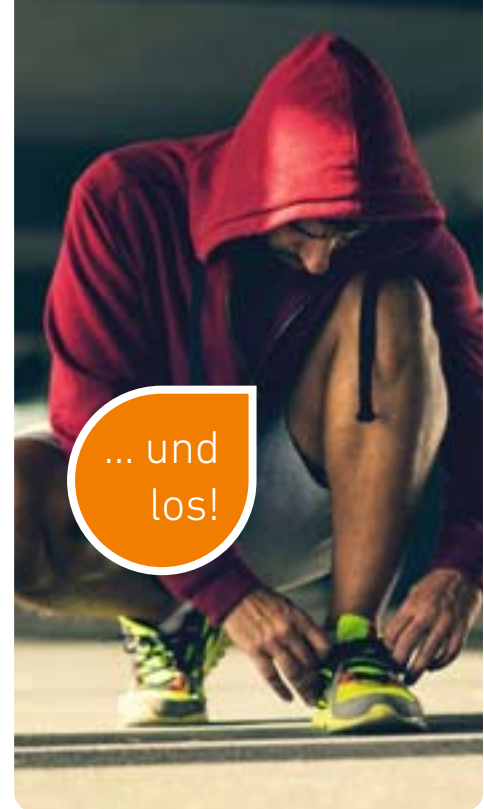
Is there a better way to present a company logo or brand of a product than to position it in the form of a clip on a ballpoint pen? DreamPen now creates this possibility with Clip4You. Modern digital printing offers unlimited possibilities in photographic precision. Clip4you offers the possibility to present a logo or product in a very unique way. The clip may refer to the form of the advertised product or to a campaign. This image leaves a lasting impression on the recipient.



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

Custom-tailored humidior

The inside of the curved carbon box from the Sale product range is lined with cedar wood and turns the product into an elegant looking, break-proof home for fine cigars. Of course, a separate compartment keeps the 30 to 50 cigars at a constant level of humidity.



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Tel +49 5441 9954378
jp@blenderbottle.eu
www.blenderbottle.eu
<https://www.psiproductfinder.de/zwnizg>

Shaker for athletes

BlenderBottle SportMixer from BlenderBottle Europe is the perfect companion for anyone who cultivates an active lifestyle. This absolutely leak-proof bottle is designed for athletes who, when travelling, want to enjoy fitness drinks they have mixed themselves. It contains a patented BlenderBall, which breaks up even thick, clumpy fruits by shaking the bottle. Made exclusively from high-quality materials free of BPA and phthalates, this promotionally customizable bottle makes for an eye-catching appearance.



PSI 49676 • Cool Bananas GmbH
Tel. +49 7275 9692490
promotional@cool-bananas.de
www.cool-bananas.de
<https://www.psiproductfinder.de/ndrin2>

Timeless design

Since 2007, cool bananas has evolved into one of the most successful German brands when it comes to high-quality bags, sleeves and covers for Apple products and mobile accessories. Premium materials, high functionality and a timeless design are the most important features. The products not only offer the MacBook, Ultrabook or other notebooks a safe and stylish protection, but also all other electronic devices such as tablets, smartphones and eBook readers.

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Elegant writing

Elegantly packed and of high quality – this is how the new writing sets from Parker & Waterman von Hauff appear. The imitation leather case with its new textile insert provides an interesting combination of different materials – the notebook covered with exquisite fabric promises an exhilarating haptic experience through excellent finishing. Special finishing techniques such as logo engravings on the cap head of the writing instrument or doming guarantee the customer a carefully thought-out brand positioning. These limited special collections meet the highest demands and stand for exclusivity and elegance.



Bowls for the collector

The Leaf series from Koziol is particularly suitable for collector campaigns, as it is flexible in the size, number and colour of the premiums. Everything fits together perfectly – you would love to have everything. This starts with the salad bowl, which always plays the main role on the table together with the cutlery. Matching bowls are available in three sizes – ideal for crunchy salad, fresh fruit, creamy desserts, spicy soups and, of course, dips.

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Ladies' favourite

Made of robust PU leather, the attractive handbag from Sale makes for a dignified entrance. The advertising message can be displayed on the metal badge subtly yet simultaneously attracting attention. The bag is as compact as it is trendy and has two compartments and one with a zip, as well as a long handle to make it easy to carry over the shoulder.



Impressive appearance

Whoever is convinced of himself can also have a convincing effect on others! Arrogance? It is probably more self-confidence: the new Elegance from uma is such a thoroughly impressive phenomenon. A metal ballpoint pen like a monument – the ideal place for perfectly refined promotional messages. It combines a timeless design with an immediately noticeable feeling of value. This is also reflected in the deliberately unobtrusive colour: black or white for the shaft, silver or gold for the tip, matt or glossy. In addition, the uma Extra Class Refill also has an inner life: a large metal refill that guarantees 10,000 metres of stylish writing.

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

Impeccable brand quality

The Victorinox brand reflects values such as impeccable quality combined with high reliability, functionality combined with innovation and sophistication in combination with absolute perfection. The claim to create uniqueness through an iconic design is fulfilled by the Original Swiss Army Knife. For 130 years now, the Swiss knifemakers have been fulfilling this brand promise and expanding their portfolio ever further. Until the end of 1995, this was exclusively knives, but 16 years ago Swiss-made watches were included, followed by business and travel luggage in 1999, clothing in 2001 and fragrances in 2007. The core brand idea derives from the brand values and brand personality: Valuable quality products with practical benefits, inspired by the uniqueness of the Original Swiss Army Knife. The two new red dot design awards in 2015 for the SwissCard Nailcare and the RangerWood 55 prove that the design tradition at Victorinox is alive. Since 1884, all Victorinox products have featured the unmodified DNA of the original tool, thus contributing to the continued success in more than 125 countries.

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

Stylishly warmed

The stylish WellBoo woollen blanket from Malgrado is a traditional natural product that goes with the current trend towards sustainability and naturally processed raw materials: cuddly warm, made of 88 per cent New Zealand wool and 12 per cent cotton. A premium advertising gift that can be finished in two colours by means of Jacquard weaving according to customers' designs. As an alternative, the standard design features a woven label for customizing. The minimum quantity for a custom-made product is 120 units. Available sizes; 90 by 130 or 130 by 180 centimetres. The delivery period is six to eight weeks.



PSI 48311 • sigikid – H. Schnarrer & Koch
GmbH & Co. KG • Tel +49 9201 70116
carmen.zapf@sigikid.de • www.sigikid.com
<https://www.psiproductfinder.de/ytkxmg>

Loveable mini cuddlers

The two mini cuddlers from Sigikid come as a funny frog and a cosy bear. The grasping toys are 15 cm tall, cuddly soft and, thanks to the gender-neutral colour selection, they are suitable for boys and girls alike. If the grasping animal is moved, a funny rattling sound is heard. The articles can be printed on the label with a logo or a slogan.



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

Trendy and chic

The new Chronometer from Reflects will especially delight anyone who puts emphasis on fashion. This watch, with its high-quality metal case and chronograph 1/10, as well as a second hand and date display, has a metal Sunray dial that matches its watchstrap. By using high-quality mineral crystal, stainless steel casing bottom, stainless steel clasp, and a nylon band in a matching colour, LM Accessoires offers a premium item for special occasions. Custom-made products can be had on orders of 25 or more.

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

Elegantly shielded

The storm-resistant Rstorm golf umbrella from Bewear, the brand for all sorts of ecological items on sale from Boomerang, proves that such products as high-quality umbrellas can be produced sustainably. Both the cover in the six panels and the handle and tip of the umbrella, which comes in a choice of red, blue or grey edge, are made of recycled PET. An aluminium rod and fibreglass stretchers guarantee stable functionality, and the automatic opening mechanism makes it easy to use.



PSI 43817 • Technotrade Import-Export GmbH
Tel +49 3375 216050
info@technotrade-berlin.de
www.technoline-berlin.de
<https://www.psiproductfinder.de/ywjimd>

Modern times

Apart from radio-controlled time, WT 538, a visually appealing, customizable projection clock from Technoline, also excels thanks to its display of weekday and date. An effective alarm tone with snooze alarm wakes even in the deepest phases of sleep and in addition, the appliance measures and displays the room temperature. Its most special feature is that the project can be adjusted in a 360-degree angle, with the time being displayed in the bedroom in every conceivable manner.



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

Hungarian spice

Jung is offering a white cardboard box that can be customized as desired and is furnished with an original 30-gram packet of funny-frisch Hungarian style chips to be used at trade shows or events. Interesting advertising opportunities spring to mind as an on-pack in the beverage segment, as well. Thanks to a small recess on the upper edge, the funny-frisch logo is also always visible on the package and can thus be integrated into the design of the box to attract lots of attention..



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

Swiss precision

Centurio is a Swiss chronograph with a large case and many features, such as a second hand, stopwatch, date, and tachymetre, that can be ordered from Macma. The watch is waterproof to a depth of 100 metres and not only has a stainless steel case, but also a dial cover made of sapphire glass, a rubber armband with stainless steel folding clasp, and pressure trigger. This timepiece comes in a high-quality rubberized box.

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

Fashionable home for a laptop

The Fashion notebook backpack with flap from Halfar is an ideal premium gift for employees, teams and events. Its design, its materials and its high utility value thanks to the secure, padded space make it predestined for carrying a laptop and other papers, as well as small everyday goods in transit. The structured, non-slip, two-tone weave makes an almost textile-like impression. The fastener works on the push instead of open principle. Stylistically, the backpack remains true to the cool look of the messenger bag.



PSI 43892 • Römer Präsente
Tel +49 6541 81290
info@roemerfamilie.de
www.roemer-prasente.de
<https://www.psiproductfinder.de/yzc0ym>

Premium presents

Anyone who is looking for elegant small gifts for their customers or employees shortly before Christmas can depend on the Römer family. The Römer Präsente product range features more than 250 gift sets from small gifts up to premium presents. For instance, anyone looking for an elegant set to make you just melt is sure to make the right choice with Dolce Torrone. The combination of a bar of dark Cioccolato Sofficione, a bar of light-coloured Amaretti Sofficione, and an Amarena kirsch liqueur (0.1 litre). Everything packed in a black gift box with a transparent cover. – The Rominox-brand Luce four-piece tealight set spreads cosy warmth and congeniality all around. The four modern tealight holders from the Römer Lifestyle product range are an elegant eye catcher, and not only during Advent. The squares of varying height made of wood and stainless steel can be combined any way you wish and thus go with every table decoration.



PSI 49269 • Wiha Werkzeuge GmbH
Tel +49 7722 959 209
anne.jakubowski@wiha.com • www.wiha.com
<https://www.psiproductfinder.de/ztdmnd>

Compact assembly helper

As far as weight and space are concerned, it is simply unbeatable: the Stubby magazine bit holder, a high-quality mini hand tool with clever design and functionality from the brand-name manufacturer Wiha. This small tool, which fits into any trouser pocket, contains six bits right in its cap and, taking up almost no space, it offers a practical and efficient alternative to the complete screwdriver set.



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

Stylish companion

Stylishly packed and yet totally secure data – that is what the multifunctional 8 GB “USB & Touch & Stempel” USB stick from the long-established Heri Rigoni company offers. With its high-quality look, it is a welcome companion in the field as well as at the office. Its features include USB data backup, touch function for smartphones and tablets, and stamp with up to four lines. Thus, Heri Rigoni combines three practical functions into a single high-quality promotional product. The full metal case with clip can be individually designed by means of high-quality soft-touch finish: a sophisticated promotional message can be lasered onto it with a CO2 laser, giving it a silver engraving. The storage device comes in 8 GB up to quantities of 100, but other capacities are available with larger orders upon request. The stamp is individually adapted to each recipient.

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www.arti-group.de



PSI 49331 • R3D, LDA
 Tel +351 275 331492
 tania.pereira@r3d.pt • www.r3d.pt
<https://www.psiproductfinder.de/n2vlmm>

Superbly covered

For all those who want to make a special impression when giving a gift, R3D, LDA is offering attractive packing solutions. Communicating a brand and prestige also involves characteristics such as protection from thermal effects and waterproofing. All this guaranteed by the packaging made of recyclable material with a velvet touch and light imprinting. The unique surface of the materials makes for a lasting impression. An individual, innovative and elegant packaging solution that distinctly sets itself apart from common commercial standards.



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

Convenient shopping transport

Laval is the name of the practical shopping basket from Easy Gifts, whose cooling function also preserves goods from the refrigeration shelf for the trip home from the supermarket. The printing is positioned by means of screen printing in the middle of the lid, which is attached to the basket with a zipper. This shopping helper comes individually packed in a plastic bag.



PSI 46051 • Reda a.s.
Tel +420 548 131808
b2bsales@reda.cz • www.reda.info
<https://www.psiproductfinder.de/yzg0od>

Attractive elegance

Stylish, elegant and attractive is how the new Ladosa ladies' scarf from Reda is presented. This scarf from the Czech company's Satiny series is utterly predestined to be a product for the upcoming spring season. Ladosa was created exclusively for the promotional products business in its own graphic studio. The fresh, attractive look is no accident; after all, the 100% polyester material makes for a sleek, silken touch. It guarantees a smart appearance for modern businesswomen. It comes in a white lacquered box.



PSI 49801 • Max Grubba – Galerie Eldorado
Tel +49 174 3141638
info@galerie-eldorado.de
www.galerie-eldorado.de
<https://www.psiproductfinder.de/mznknt>

Glorious golden shine

Brooches, chains, earrings, and much more are united in the Galerie Eldorado – named after the legendary land of gold – with its pre-Columbian replicas of up to 2,500-year-old jewellery from the gold museum in Bogota. Max Grubba is presenting this jewellery exclusively for the promotional products market. These 24-carat gold-plated replicas, made to the highest standard of quality, are produced exactly according to the originals by means of wax casting. The gold plating is 24-carat gold. Thanks to the high-quality gilding and the composition of the underlying alloy (silver, manganese, copper) developed especially for gold, there are no allergic skin reactions when the jewellery is worn.



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The motto of the Czech chocolate producer Čokoládovny Fikar is simple yet challenging: “We can make anything out of chocolate.” A look at the wide product range of the company confirms that nothing seems to be impossible and that imagination knows no bounds.

Imaginative chocolate products

From the Czech Republic all around the world



Sweet piano sonata. That is music to the ears of people who love chocolate.

For many people, it is a childhood dream to own a chocolate factory. British writer Roald Dahl dedicated an entire book to this wishful notion with “Charlie and the Chocolate Factory”. Although the life history of the factory owner Willy Wonka from the literary original is not identical to that of Jindřich Fikar, they do have two things in common: Both Wonka and Fikar’s chocolate factory are not ordinary factories and both men have unusual ideas when it comes to chocolate and sweets. While Willy Wonka lives in a fictional world, that of Jindřich Fikar is more than real. The graduate civil engineer and passionate paraglider founded his company Čokoládovny Fikar in 1998. And that was quite a bold move because at that time Czech chocolate still did not have a good reputation internationally, as Jindřich Fikar explained himself. “The biggest challenge for us as a Czech company was to gain the confidence of Western European countries.” Mastering this challenge was the declared goal. The approach: convincing customers with high quality and innovative products.

Focus on export

The inventiveness of Čokoládovny Fikar knows no boundaries. Jindřich Fikar and his team pour all sorts of designs and figures in chocolate. The over 170-page catalogue is a clear indication of this. It is not without reason that the motto of the company is “We can make anything out of chocolate.” This motto is also followed by yet another motto: launch new ideas on the market every year. This is where the Czechs benefit from the fact that they maintain

their own technological centre for the development and manufacture of compression moulds. In 2016, a new production hall with state-of-the-art technology was built in order to double the production figures. The results are mainly patented products which are now supplied throughout Europe and even to Japan, Taiwan, Israel, Morocco and the USA. It is therefore not surprising that Čokoládovny Fikar generates 70 per cent of its sales through exports. Germany is the biggest market for the Czech chocolate manufacturer which is certified in accordance with UTZ, FSSC 22000, ISO 9001 and even kosher. Here alone Čokoládovny Fikar supplies more than one million advent calendars each year. This indispensable pre-Christmas product also tops the hit list of all promotional products produced at Čokoládovny Fikar. The fact that chocolate is a very popular product in terms of promotion is also proven by the figures at Čokoládovny Fikar. 50 per cent of annual sales are generated by the production of sweet promotional products.

Chocolate made to measure

By the company's own account, the most successful product ever produced was the banknote. It ranks No. 1 among the in-house Top 12 based on sales. It is therefore hardly surprising that Čokoládovny Fikar offers banknotes in a variety of currencies. However, the basis for all notes – as well as for the other products – is Belgian and German chocolate. The Czech company, which counts itself among the most innovative manufacturers in Europe, not only makes chocolate figures and hollow shapes from this, but also very special promotional products. This means that not only does the company's own imagination know no boundaries, customer wishes also know no limits. Čokoládovny Fikar calls this 'chocolate promotional products made to measure'.

Fit for the future

Finally, there is perhaps a small parallel to the chocolate maker Willy Wonka after all. He is known to have hidden golden tickets in chocolate bars. With his successful company, Jindřich Fikar has something like a gold mine. "We are proud that we export throughout Europe, thereby supplying major companies in all sectors," says Jindřich Fikar. For the future, he hopes Čokoládovny Fikar will remain in the family. And with five sons, the probability that a successor will be found is quite high. <



Chocolate promotional products made to measure. It is not without reason that the motto of the company is "We can make anything out of chocolate."



Brand Promotion was founded in 1998. Originally established as a versatile manufacturer of promotional products, the Czech company concentrated on the production of headwear for the promotional product sector after only one year. A far-reaching decision with success.



Creativity for the head

Own production is essential



Brand Promotion has a highly efficient embroidery department.



When they started 18 years ago, the company founders Ivo Jambor and Dalibor Manas made a firm resolution. They wanted to enrich the promotional product sector with a new offering which involved the production and sale of tailor-made products. The two men soon realised that the market demanded specialisations. The new terrain was quickly defined: caps and hats. Brand Promotion initially had their products manufactured in China and imported to Europe. However, since their main focus from the outset was on excellent service and short delivery times, Ivo Jambor and Dalibor Manas invested heavily in knitting machines at their Czech headquarters in Brno. Without any production experience, this was not an easy undertaking. The biggest challenge was to buy machines direct from Japan – without any references and maintenance facilities in Europe. There were also legal obstacles. Having originally concentrated on the classic baseball cap, the range was later extended. “Many customers demand hand-knitted goods. This was not easy at first. That is why we developed a method that allows us to do just that,” explains Ivo Jambor.

Effectively networked

Today, Brand Promotion has a highly efficient embroidery department in which six embroidery machines run at least 18 hours a day. “The pride of the company, however, is the production of headwear and accessories with six knitting machines which allow special production in any batch size in the shortest possible time and always of the same high quality,” emphasizes Dalibor Manas. Ivo Jam-



The entire production of Brand Promotion is located in Europe.

Jambor adds, “We want to further develop the craftsmanship tradition.” In order to be able to offer a whole cornucopia of options, Brand Promotion has become effectively networked with various suppliers. “We buy most of the yarns in Europe. We also use various materials from relatively small companies which supply a wide array of colour shades and thicknesses according to our requirements,” says the Brno-based company. According to Brand Promotion, the individuality achieved by its own production makes the company independent in comparison with other manufacturers. “We can create unique product designs for our customers.” But Brand Promotion even caters to customers who want to create their own private collection, in any quantity they want.

Offering the best service

A team of 40 experienced and committed employees ensure that all customer requirements are fulfilled as promptly as possible. Ivo Jambor and Dalibor Manas believe it is this team that makes the difference: “What distinguishes us from others is efficient teamwork – from the design to the production.” Brand Promotion is represented by a distributor network in all European markets. The company would thereby like to achieve one thing in particular: to provide the best service throughout Europe. “We want to offer our customers high quality at an attractive price, even in the case of small orders,” says Ivo Jambor when explaining the strategic goals of Brand Promotion. And the company’s customers appreciate this.

Europe as a seal of quality

Ivo Jambor and Dalibor Manas are pro-European. When asked how Brand Promotion differs from other companies, the Brno-based company is very explicit: “Last but not least, our entire production is located here in Europe. We believe that most of our customers also appreciate this very much. They can drop in at any time to convince themselves of the quality of our production, and they can accompany and handle their products at all stages of the production process. In addition, they can reorder items

within a very short time.” In addition to production, the two company owners see their responsibility for and in Europe also elsewhere. Brand Promotion is a member of European associations that support European manufacturers. And Ivo Jambor emphasises this very strongly: “We ensure that we always comply with all EU legal and environmental policy requirements.”

Big plans for the future

The two founders are proud that they have succeeded in building a solid company with a well-balanced team. This is so important for both men because they know that only satisfied employees are the heart of a successful operation. Ivo Jambor and Dalibor Manas are also proud of their distinguished customers from a wide range of areas, including globally operating fashion brands, celebrities, sportsmen such as motorcycle racing pros and prestigious golf resorts. But: Ivo Jambor and Dalibor Manas do not rest on their laurels. In the coming years, they want to continue to expand and enlarge their production capacities. Brand Promotion would also like to strengthen its personnel resources. It also plans to invest in new machines. They have also set themselves a special target: “We want to convince all customers that European production is well worth it.” With their own on-site production, both men are convinced that their fate will continue to lie in their own hands in the future.



The WerbeWiesn has long since become a permanent fixture in the calendar of the promotional products industry. For the ninth time, it took place on 14 September – in a traditional Bavarian atmosphere and somewhat traditionally in the Paulaner Festhalle at the Munich Nockherberg.

Full of atmosphere and a resounding success

WerbeWiesn hit the mark



This year again, the WerbeWiesn attracted lots of visitors.

Experiencing an eventful day without the usual trade show stress, discovering new products in a relaxed atmosphere, gathering information and exchanging ideas. This is what the organizers of the WerbeWiesn had wished for the visitors. And this is exactly what the 799 visitors experienced with perfect summer weather. In keeping with the blue and white sky was the Bava-

rian atmosphere. This included exhibitors as well as teams of distributor agencies again appearing in a traditional outfit with dirndl and lederhosen. Another component of the trade show concept: The distributor stands featured a Wiesn look and, of course, there was no shortage of Bavarian delicacies. The fact that the organizers were spot on with this concept with visitors and exhibitors was verified by a survey. According to the organizers, 95 per cent of the vi-

sitors surveyed rated the trade show good to very good. The typical regional catering also scored top marks, precisely hitting the culinary nerve of 80 per cent of respondents. According to the organizers, this WerbeWiesn had been the most successful so far.

Resounding success

The WerbeWiesn was, however, not only a treat in the true sense of the word from an atmospheric and culinary perspective. When it came to business, the 91 exhibitors got their money's worth. After all, more than 5,000 inquiries were made. But not only was the number of inquiries satisfying. According to the organizers, the exhibitors were especially thrilled by the high quality of inquiries. The teams of distributor agencies were able to get an idea of the quality of the products and the new products of the exhibitors on the eve of the WerbeWiesn during the so-called preview trade show. During the subsequent dinner, there was sufficient time for the mutual exchange of information.

Award-winning innovations

Speaking of tradition: Every year the Best of the Bestsellers Award is highly sought after. On this occasion, awards went to the nine most innovative best-sellers of the exhibitors – divided into the categories “Give-aways”, “Medium Range” and “VIP Gifts”. Decisive for the awards were the votes of the jury consisting of marketing specialists of renowned international companies. The award-winners were:

In the category “Give-aways”:

- Inspiron GmbH with the MINI selfie stick
- team-d Import-Export Warenvertriebs GmbH with the smart-phone holder
- Richartz GmbH with the KEY tool 16+.

In the category “Medium Range”:

- micx-media in concept GmbH & Co. KG with the WATERcube Bluetooth MINISpeaker
- PSL Europe B.V. with the Trace It keychain
- TROIKA Germany GmbH with the Micro Construction key-chain.

In the category “VIP Gifts”

- Xindao B.V. with the Business Activity Tracker
- Spranz GmbH with the Metmaxx luggage scale “The Travel-Bank”
- WIHA Werkzeuge GmbH with the set of Allen keys with ball-shaped head in a compact holder.



Sparkling eyes everywhere: the winners of the Best of Bestsellers-Award.



Discovering new products in a relaxed atmosphere without the usual trade show stress ...



... and as the photographs show the concept of WerbeWiesn works altogether.

Rechargeable batteries are part of our life: plugged into a smartphone or hoverboard, used as a powerbank or a charger for tablets. The latest headlines on exploding Samsung smartphones and burning powerbanks show the explosive nature of this topic – also for the promotional product industry. Robert Bruns of Octogone, a supplier of powerbanks, explains what distributors must look out for when it comes to batteries.

Safety of powerbanks

The *invisible* difference



Powerbanks have been useful, popular promotional products for many years. But there are distinct differences between powerbanks – even if you do not recognize the differences between a quality product and a cheap version at first glance. It is often the little things, however, which may be responsible not only for operating comfort but also for safety. We talked to Robert Bruns, whose company Octogone offers a wide range of electronic promotional products such as USB sticks, powerbanks, loudspeakers and gadgets for smartphones. The declared opponent of “stinginess rules” focuses above all on quality and ensures that import products comply with the pertinent directives, particularly concerning product safety and conformity.

Intrinsic values

“For instance, a charging level indicator of a powerbank which consists of one instead of four LEDs is virtually useless because it only shows ‘on’ or ‘off’. Indicators of the quality of a product are also internal functions such as automatic shutdown after ten seconds if a device accidentally switches on in a bag. A cheap version does not have this function: it remains connected, becomes completely deenergized and is then often defective”, says Bruns when explaining the causes of defects.

Too many suppliers

According to Bruns, many “manufacturers” in the Far East are not manufacturers at all, but are only assembling com-

panies that buy components to produce the finished products: housings, circuit boards and batteries are mostly supplied by different suppliers. The assembly companies often change the suppliers for price reasons and cannot guarantee a sustained quality. Although there are also genuine manufacturers in the Far East which produce electronic components entirely in-house, their minimum quantities are so high the price level is too high for the promotional product market.

Intensive controls are a must

In order to ensure the production of safe powerbanks, qualified suppliers invest in extensive equipment to test batteries before, during and after the production of the powerbank. "An important aspect towards creating a safe powerbank is the incoming and outgoing goods control in the above-mentioned assembly plants", says Bruns when describing the most important test procedures. When goods come in, the batteries are tested in qualified companies for stability before use. A vibration test "stresses" the batteries to provoke a reaction to the vibration. Stable, that is safe, batteries pass this test without any problems, whilst unstable batteries can burn or explode. In such a case, the entire batch becomes the subject of complaint. After the batteries have been soldered to the control board, a so-called aging test is carried out. Each battery is completely discharged and recharged, which takes about five to six hours. This test shows whether the battery and the electronics are working properly. Due to limited capacity, many factories

test only random samples in the aging test machines, which means a high risk. There is a further test: A saline spray is applied to all metallic components to ensure that the components do not rust and thus do not cause any malfunctions. Random samples of the completed powerbanks are then subjected to a drop test to identify and eliminate possible fractures. In addition, a random sample is short-circuited. This shows whether the protective mechanisms, such as overvoltage and overheat protection, installed on the printed circuit board work.

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What components make a powerbank safe?

IC charging current assistant

A software-based intelligent IC charging current assistant charges the smartphone battery "gently". This chip recognizes which input the terminal can tolerate, thus protecting its battery.

Additional software protection mechanism

Installing a single hardware protection means a high risk. If the fuse is defective or improperly soldered, the charger may overheat and the battery may explode. A module with an additional software protection mechanism against overvoltage, overheating and overcharging is activated if the hardware protection fails.

Intelligent software components and high-quality capacitors

PC boards with an intelligent layout and high-quality capacitors have a current consumption of only 20.7 mAh in sleep mode. There is no risk of complete discharge because intelligent software components prevent the battery from being completely discharged.



Explosions could be prevented

A safe powerbank must have a high-quality control board with equally high-quality components and a sophisticated layout. If the layout of the board or the installed components are inferior, this can lead to the powerbank itself being completely discharged within a few weeks by its own high current consumption, and then it can no longer be used. "In the worst case, the battery overheats and the device burns or explodes", says Robert Bruns when describing the feared scenario. This is very unlikely to occur with a high-quality control board because in this case several components are installed which protect against overheating. Hardware protection (double) is installed and a chip, the software of which controls the current supply and output, is used. Another important quality criterion: two high-quality capacitors should always be installed on the control boards to ensure a stable power supply.

A problem: more and more power

Another important point to consider is electricity management. Intelligent components independently manage the power supply to the terminal. They recognize the input required by the terminal to charge optimally without overloading the battery. A special software controls the charging process so that it runs smoothly, avoiding full input or output power. If a device is connected to a smartphone and the full power is supplied on connection, then the bat-

tery of the smartphone can suffer permanent damage. "The fact that manufacturers want to bring more and more power into a device is a dangerous balancing act as one can see, among other things, in the Samsung case", says Bruns, referring to current developments. "It is believed that Samsung tried to 'tune' a lithium polymer battery to give it more charging capacity than was actually intended for the size of the battery. This could be the reason for the unstable batteries, as several powerbank manufacturers in China told us".

Certificates provide security

What can you do as a distributor to obtain a safe powerbank? The expert recommends that you always pay attention to the necessary certificates for powerbanks with increasingly higher capacities. These include: CE EMC, which stands for Electromagnetic Compliance. For this purpose, a test is carried out to determine whether the powerbank emits interference radiation that is harmful for other frequencies. RoHS refers to prohibited substances. In the case of powerbanks with plastic housings, REACH must also be observed to ensure that the plastic does not contain any harmful substances. UN 38.3 is a safety certificate for the battery, MSDS stands for Material Safety Data Sheet, and lists the harmful substances contained in the battery. MSDS also ensures that the battery has been tested for leaks to avoid contact with harmful substances. So it becomes clear what makes a powerbank safe.

About Octogone

Octogone was founded in 1990 and has evolved from a manufacturer of computer accessories (keyboard protectors and protective solutions for computer keyboards) to a manufacturer of promotional products. The company has an extensive product portfolio, including products from its own production such as mousepads, promotional mats, key fobs, pencil holders and desk pads. It also includes dishwasher-safe photo mugs with sublimation printing which, according to Octogone, were first industrially produced in Germany. The core competencies of the company include electronic promotional products such as USB sticks, powerbanks, loudspeakers and gadgets for smartphones as well as custom-made products. Octogone offers the following in-house finishing options: UV offset printing, screen printing, sublimation printing, digital printing as well as a production system for doming stickers. Octogone has chosen to exclusively distribute its products through the promotional product distributor and is further expanding this sales channel. The owner-run family enterprise now employs more than 25 people in Germany, France and at its own purchasing office in Shenzhen, China. The production site in Germany with high-quality products is to be maintained in the future. Responding to inquiries and queries is both a strength and a challenge of this company which was certified to ISO 9001 in 2015. The owner, Robert Bruns, attaches special importance to product safety and conformity with all pertinent directives.

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

Boris Iwansky

Focused ahead

With **53 years** of experience in the marketplace, Iwansky GmbH is one of the first companies to specialize in the distribution of a promotional product portfolio. The **family enterprise**, founded by Rolf Joachim Iwansky, has **always focused ahead** in times of success as well as during the occasional economic turbulence. Likewise, the son of the founder, Boris Iwansky, has continued the tradition since the end of the nineties, and is steering the fortunes of his company with **new impulses for the future**.



We meet Boris Iwansky at his workplace, his own company building in the Sinstorf district of Hamburg. Since 1990, the conveniently located premises has been the headquarters of the family-owned company which was founded in 1963. In the middle of 2014, the premises was thoroughly redeveloped and now offers the best conditions for a modern and comprehensive promotional product full service which is clearly oriented towards the future.

Rigorous development

But before we look at the here and now of this remarkable professional consultancy company in the field of representational advertising, we briefly look back on the genesis of the Hanseatic advertising experts. The future evolves from the present and is based on the past; current and future competencies also build upon experience. And at Iwansky GmbH, this experience has already added up to more than half a century since the father of Boris Iwansky, Rolf Joachim Iwansky, founded the company. As an industrial salesman from the papermaking industry, he decided to set up his own company which quickly became one of the first and leading suppliers in this field. During the initial phase, Iwansky GmbH was strongly involved in calendars as well as promotional products for credit institutions, and it soon created a special collection for credit institutions. Another focal point was the production of calendars, which was carried out at its own in-house printing shop in the 1970s. Of course, at that time, it also had its own warehousing (which continues to this day with modifications). Although Rolf Joachim Iwansky subsequently sold the calendar production to specialise in promotional products, his paper expertise also helped him (and, ultimately, his son Boris) in the company's new area of focus.



Always striving to renew

"Iwansky has always adopted a strategy of renewal", explains Boris Iwansky. The beginning of the 1980s, for example, saw a further transformation at the company with the systematic changeover to computer systems (initially in bookkeeping). The processes of printing, procurement, import and logistics had to become more efficient, and the offices and warehouse were separated from the print shop for organisational reasons. Due to the new developments – especially due to the widening of the customer base from the previous focus on banks to customers from all walks of industry – new possibilities for development were sought. A change of location was decided, bringing the strengths of the company back to one location in Hamburg-Sinstorf, where offices, a warehouse, exhibition rooms and a print shop were concentrated. This ensured optimised goods flows and a low number of complaints, which gave new impetus to the development of the company.

In the mid-1990s, Rolf Joachim Iwansky, who was also actively engaged on the BWG's board of directors, initiated the first joint trade show of five Hamburg-based promotional product distributors at Hamburg's famous fish auction hall. Despite being a resounding success, the trade show was subsequently integrated into the Hamburg Trade Show before finally merging into Marketing Services.

Well-functioning family business

But back to the Iwansky business which has been in family hands since its foundation. Marlies Iwansky, the founder's wife, was also actively involved in the company's business from the outset and she still is. Boris Iwansky would not want to do without her support: "She has known the business from the very beginning, and after more than 50 years she has incredible experience. She has a good spoken and written command of English and French, continues to set an important accent in the company's business and continues to have power of attorney", remarks Boris Iwansky, who, as he says, has a very good understanding with his mother, emphasizing the "pleasant work" with her in the team.

From the ground up

Boris Iwansky was also involved in the company at an early stage. As he grew up with the company, he knows the industry and its requirements "from the ground up", including practical knowledge in printing technology and finishing. Before studying economics in Siegen and graduating with a diploma, he completed his apprenticeship as an export clerk and worked at a Hamburg-based ex-

BORIS IWANSKY IN PERSON

What was your first thought this morning?

Well, to be honest: turn over and go back to sleep ...

When is your day a good one?

A good day is a day with constructive conversations, also with positive feedback. A salesman lives from recognition, trust and appreciation of himself and/or his performance. Even positive criticism or valuable suggestions from customers eventually lead to a so-called good day. Good days exceed my expectations.

What gets you in a good mood?

Great orders, an efficient team, tricky tasks that were excellently solved, the prospect of interesting encounters or the opportunity to have some time for my family and my hobbies.

And what drives you up the wall?

Reporting, as it frequently distorts one's general perception. In addition, our day and age is characterized by mistrust, egoism, envy and, unfortunately, often by stupidity. Compassion, hindsight, goodwill, togetherness, modesty, supporting one another are rare and poison society.

What are you most likely to forgive yourself for?

Errors that are frankly admitted.

When do you lose track of time?

On the beach with a view out over the water or when working at home.

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

By ship to Sweden to the archipelago off the coast of Stockholm and further north.

What do you like spending your money on?

On my children, on adventures together and on hobbies.

Do you let yourself be seduced by advertisements?

Hardly. Nowadays, I am very selective and extremely critical. Incidentally, also for my customers. We filter the market offering and sell with conviction.

When is a promotional product a good promotional product?

If the customer is convinced that he has bought the right promotional product for the proposed campaign. If after the campaign sufficient positive feedback is generated and if delivery is made without any notable problems.

What is the best promotional product you have ever received?

That is difficult to say. We execute a lot of wonderful and exciting orders. These exceptionally good promotional products were very often the result of a good interaction between the parties involved.

What annoys you about promotional products?

The discussion about an Anglo-American construct called 'compliance' is annoying. Today nobody believes that a writing instrument, a tie, a weather station or a gummy bear that is given to somebody will cause the "red line" to be crossed or orders to be placed with preference. This requires quite different presents of a different calibre that do not play a role in our industry. The legislator provides clear guidelines for this in the Income Tax Act. If today a company considers promotional products to be an integral part of marketing, then it has understood the merits of this medium and knows how to use it for its advertising. The psychology is comparatively simple but effective. Direct from person to person. A powerful medium with manageable costs for every advertising contact.



port company where he also gained experience in the South-East Asia business. He subsequently became a qualified media specialist. But eventually Boris Iwansky was unable to resist the attractiveness of the proximity to the family business and the fascination of three-dimensional advertising. "I was always involved. Even during my student days, I accompanied my father to the Far East", he says. However, when health problems forced his father to end his career, Boris Iwansky had to assume business responsibility "earlier than planned". However, he managed to meet this special challenge thanks to his profound prior knowledge. Moreover, an intact team facilitated his start and ultimately the acceptance of the customers. And from the outset, this collaboration was based on mutual understanding and trust.

Inspire customers

Since 2002, Boris Iwansky has been the managing director of Iwansky GmbH and has steered it on a clear, success-oriented as well as forward-looking course, even in times of economic turbulence. Despite difficulties, the economic crisis in 2008 was overcome through further specialisation and concentration. The focus had always been ahead. The most recent step in this direction was the transformation of the company's building, which was perfect by the middle of 2014. "The concept of redeveloping an existing building proved to be a success", says Boris Iwansky. "We continue to be logistically independent, we offer our customers warehousing, we do the finishing ourselves and we do what we like best: enthusing our customers for promotional products, corporate fashion, pleasure & delicacies as well as advertising technology and its impact!"

WE DO WHAT
WE DO BEST
AND LIKE TO DO:
ENTHUSE
OUR CUSTOMERS!

Boris Iwansky

An imaginative duo: Marlies Iwansky, who has been actively involved at the company since it was founded, still harmonises perfectly with her son Boris Iwansky.



Renowned, long-standing customers

“When it comes to customer satisfaction, reliability is a key issue for us”, emphasizes Boris Iwansky. In doing so, the company focuses on intensive consultation and the best possible customer support. And the customers honour this and attest that the advertising experts at Iwansky implement their requirements very well. The best confirmation for this assessment is the fact that some of the very well-known customers have been relying on extensive support services through Iwansky GmbH for 15 to 20 years. “We have often heard from our customers that we have great ideas that suit them well”, says Boris Iwansky. The company convinces with enthusiasm, imagination, fast and reliable delivery and is committed to high-quality products. The latter come from a selected pool of appropriate suppliers and manufacturers “with whom we maintain good contact”, says Boris Iwansky. “The cooperation is fun because we like cooperating with our partners and trying to understand them in every respect, without cutting corners.”

Staying fit for the future

Even though Iwansky GmbH has reorganised itself through the restructuring process completed in 2014, the company remains focused on the future: “How can you remain a classic promotional product consultant in web-based times?” Boris Iwansky sees the challenge of combining a modern Internet strategy and the expansion of personal customer support. The former is achieved with a clear and smartly designed website, which clearly presents the service strengths of the promotional product all-rounder as well as the breadth and depth of the product range, and also positions Iwansky as an online promotional product consultant. At a personal level, Iwansky GmbH scores on the basis of the already mentioned qualities, the know-how based on extensive experience: Which promotional products best fit which marketing measures as well as all other questions concerning individualisation, implementation, logistics right up to punctual delivery – demanding tasks which can only be clarified through direct customer contact. These include Iwansky’s in-house trade shows which twice a year under the catchphrase “quintessence” show customers what specific promotional products can achieve.

New accents – new opportunities

But this is not enough for Iwansky because when it comes to sustainability, it also wants to make a name for itself in advertising technology, and for the first time, it is presenting a catalogue containing 500 pages. “This initiative is still in its infancy, but we want to expand it further – also intentionally to complement the classic promotional pro-

duct business”, says Boris Iwansky, who has already managed to record some success in this field. Iwansky is now also accentuating the areas of “Corporate Fashion & Workwear” as well as “Pleasure & Delicacies”. “In our newer and clearer approach, we are open to suggestions, collaborations or partnerships that offer further opportunities or create synergies”, explains Boris Iwansky, who always looks at the big picture.

Sustainable values

Boris Iwansky usually spends most of his free time with his family. Sport plays an important role for the father of two daughters (12 and 14). In addition to karate and tennis, sailing with his wife and his daughters has also helped him to keep fit in several years. “On the boat, we have to be a team. This includes responsibility, care and reliability – values that I also enjoy in my professional life.” And here the circle closes. <



**RELIABILITY
IS OUR PRIORITY!**

Boris Iwansky



Health protection in every respect

Ventilate, humidify or dehumidify? The **humidity card** answers these questions very easily. Using a colour scale from blue to pink, the indicator strip integrated into the card shows quickly and clearly how humid the room air is. The cards are also available in combination with an exact thermometer strip as a thermal bridge analyser or room thermometer plus humidity card. They are available in an individual design and with indicator strips without any traces of carcinogenic cobalt chloride.

PSI 48291 • JH Innovations GmbH
Tel +49 621 74814-66 • tanya.wienstroer@jh-innovations.de • www.jh-innovations.de
<https://www.psiproductfinder.de/mjgxnz>



Advertising can be so easy

Finding a suitable give-away can be quite challenging. HALFAR®, however, makes it quite simple: with the **taffeta backpack called SPORT**. The lightweight backpack is available in 12 colours (black, orange, light blue, white, green, light grey, navy, fuchsia, yellow, red, cyan, royal blue) and is extremely well suited for presenting companies and brands. It offers plenty of space for finishing with a logo. Thanks to its shiny and tear-resistant material, the SPORT looks good and is even better to use.

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

This bag has it all

Packaging, archiving and presenting – Kranholdt's **document bags** offer the right cover in many different sizes. For inserts in A4 and A5, the bags can also be supplied with a practical filing edge. A push-button or Velcro fastener helps to close the bag securely. Screen printing or pad printing is possible from just 100 pieces.

PSI 48320 • Kim Kranholdt GmbH

Tel +49 2772 5752290 • info@kranholdt.de • www.kranholdt.de

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



Luminous labyrinth

The most successful Ravensburger family game will be 30 years old: „Labyrinth“, the **classic board game** with the sliding aisles that is popular among children and adults alike, is celebrating its birthday with a limited anniversary edition. In addition to the familiar game played in light, it offers its fans a second, special fascination in the dark: a labyrinth that glows. As if by magic, there are now more magical objects treasure seekers are hunting for – an impressive gaming experience, not just for children.

PSI 46563 • Ravensburger Spielverlag GmbH

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This high-quality, high-definition **in-ear earphone** captivates with its excellent sound quality (40-millimetre stainless steel diaphragm). Crystal clear, high-resolution hi-fi sound with enormous bass reserves! Soft silicone inserts in three different sizes ensure high wearing comfort. The headphones are available in the colours black, red, blue and bronze and are packed in a plastic gift box.

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Fine Easter message

Easter is becoming increasingly popular for seasonal advertising campaigns. Jung Bonbonfabrik has responded to this increased demand with a series of new products for its partners in the promotional product industry. The stylish **Easter nest**, consisting of a Lindt Easter bunny and two Lindor mini Easter eggs, has attracted a lot of attention in the target groups. The fine chocolate ambassadors lie in a white cardboard box lined with Easter grass. The box is sealed with a transparent cover under which the individually printed advertising insert is located. Jung offers ideas for the design through numerous motif templates. Of course, as in the case of other Easter series products, you can also create your own motifs in a company CD.

PSI 41545 • Jung Bonbonfabrik GmbH & Co KG
Tel +49 7042 907-0 • zentrale@jung-europe.de • www.jung-europe.de
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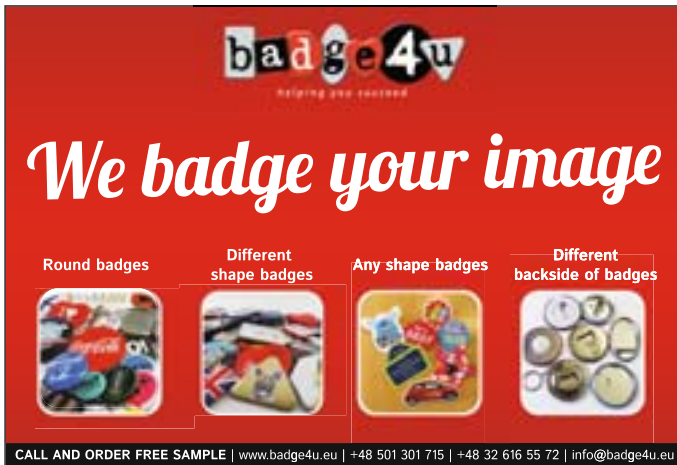
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- Routinierten Umgang mit den gängigen Office-Anwendungen, Datenbanknutzung & Internetaffinität, Photoshop-/Korrektorenkenntnisse sind von Vorteil
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Unser Angebot:

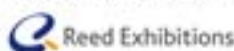
- Keine Langeweile! Ein attraktives, abwechslungsreiches Aufgabengebiet in einem dynamischen, erfolgreichen Unternehmen
- Umfassende Einarbeitung, selbstständiges und eigenverantwortliches Arbeiten sowie attraktive Rahmenbedingungen
- Ein Team mit Wohlfühlfaktor, Spaß, Leidenschaft und Professionalität

Bei Neueinstellung ist die Position zunächst auf 24 Monate befristet

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Das PSI Promotional Product Service Institute ist seit mehr als 50 Jahren die führende Institution in der internationalen Werbeartikelbranche und eine Niederlassung der Reed Exhibitions Deutschland GmbH. Am Standort Düsseldorf suchen wir Sie schnellstmöglich als engagierten

Vertriebsmitarbeiter Mediaberatung (w/m)

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- Aufbau und Ausbau von Kundenbeziehungen durch zielgerichtete Bedarfs- und Potenzialermittlung sowie Nutzenargumentation. Sie beraten Ihre Kunden am Telefon sowie in persönlichen Gesprächen und präsentieren individuell für Ihre Kunden zusammengestellte Lösungen. Unser Produktportfolio ermöglicht Ihnen systematisches CrossSelling.
- Angebotserstellung mit konsequenter Nachverfolgung bis zum Vertragsabschluss
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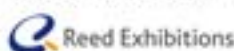
- Keine Langeweile! Ein attraktives, abwechslungsreiches Aufgabengebiet in einem dynamischen, erfolgreichen Unternehmen
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PSI Industry Barometer | Issue 2/2016 is available



Economic outlook, company structures, sales markets and sales drivers: Published in November, the fourth PSI Industry Barometer provides an overview of the status quo of the European promotional product industry. It is the only annually updated industry report on the structure and the course of business of the European promotional product industry. More than one and a half thousand companies participated in the survey throughout Europe. The detailed results are available to PSI members free of charge. In addition to the PSI Industry Barometer, there are also the country specials for France, the Netherlands and the UK.

PSI 2017 | Travelling economically and relaxed

In just a little over a month, the PSI 2017 will open its doors. Participants who plan their trip and stay at an early stage can benefit from the advantages offered by the PSI co-operation partner Deutsche Bahn. There are also reduced room rates at PSI partner hotels.

For those who want to travel to PSI in a relaxed and sustainable manner, a train ride is a real alternative. For those travelling by train, there are reductions through the event ticket in cooperation with Deutsche Bahn. The offer: event ticket single journey with train connection (while tickets last) from 49.50 euros. For further information, visit: psi-messe.com/angebot_der_deutschen_bahn_ag_68.html. The partner hotels of PSI can be found at the following link: http://www.psi-messe.de/hotel_1425.html

For further information on travel and hotel bookings, please contact the PSI Travel Centre on +49 211 90191-281 or at hotel@psi-messe.com.



PSI on site | An informative visit to FD Textil



99 exhibitors and brands from the textile sector participated at the previous PSI. 43 per cent of the visitors were interested in textiles, 13 per cent considered textiles to be the most important product group. Among the textile finishers, the flock and flex, transfer, screen and digital printing, photo and sublimation printing, embroidery, rhinestone application and laser engraving segments were represented. Textile is and remains an important factor. Reason enough for the PSI to obtain information about printing processes and finishing possibilities from FD Textil, a textile specialist in Düsseldorf. The professional and entertaining tour of the production facility lasted two hours. After a short reception, the complete order processing was presented, from one machine to the next. In addition to the interesting presentations by FD Textil, the PSI team also had ample time to ask questions. A very successful day which brought many new insights for the PSI.

IENA 2016 | Big stage for inventors

The iENA has been the international hub for marketing inventions and a platform for high-quality contacts between inventors and representatives of industry and the business world for almost 70 years. And quite rightly so, as numerous products and developments that have caught the attention of the world and have become top sellers originally celebrated their premiere at the iENA. Whether it be the rolling suitcase or the roll-up dog leash, inline skates or the skateboard, swim floats or the folding bike – the iENA has paved the way for many heroes of everyday life. It is therefore not surprising that this year's international trade show "Ideas – Inventions – New Products" took place under the heading "Discovering the world of tomorrow today". And today, on this occasion, exhibitors from 28 countries presented some 700 inventions and thus demonstrated their enormous innovativeness. The iENA is, however, not only highly regarded by individual inventors, but also by international inventor associations. For example, the International Federation of Inventors' Associations (IFIA) uses this par-

ticular event for its most important association meeting. The international partner of the iENA 2016 was Austria.

PSI again acted as the patron for "promotional products" as part of the cooperation between the PSI and iENA. The co-operation also includes a patronage of the iENA for product sponsorships at the PSI. In addition, the PSI was represented at the iENA with its own stand to present the network as well as to meet new inventors with their innovations.



Industry Day PSI 2017 | Countdown for registration

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



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PSI Händler / Distributor

PSI No. 17317	4 you communication, FRANCE	www.4youcommunication.fr
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PSI No. 17299	A.S. Werbegeschenke GmbH, GERMANY	www.aswerbegeschenke.com
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Wir sind im Firmenkundenbereich (B2B) spezialisiert auf die Entwicklung und Umsetzung kundenbezogener Prämienvünsche und Promotionplanungen im Bereich Home & LIVING. Mit unserem weltweiten Partnernetzwerk entwickeln, sourcen und produzieren wir Ihre Sonderanfertigungen und Produktentwicklungen im Bereich Porzellan, Glas und Bestecke, sowie Küchenaccessoires.

PSI No. 17364	Active Profile AS, NORWAY	www.activeproville.no
PSI No. 17338	additiv Media OG, AUSTRIA	www.additivmedia.com
PSI No. 13913	Advertising Agency Deja Ltd., BULGARIA	www.dejabg.eu
PSI No. 17300	ALLTEX Fashion AG, SWITZERLAND	www.alltex.ch
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PSI No. 17303	artimade druck Inh. Tim Roch, GERMANY	www.artimade.de
PSI No. 17252	Aubart Werbemittel Inh. Margarete Aubart, GERMANY	www.aubart-werbemittel.de
PSI No. 17263	B.P.A. Beschaffungs- und Produktionsagentur GmbH, AUSTRIA	www.bpa-int.com
PSI No. 17312	BEACHDESIGN Inh. Thomas Görgens, GERMANY	www.beachdesign.de
PSI No. 17287	Beuth IT Service Inh. Andy Beuth, GERMANY	www.laserstern.de
PSI No. 17370	BIDA-WERBEARTIKEL Inh. Klaus Weber, GERMANY	
PSI No. 17373	Birdie Promotion SRL, ITALY	www.birdiepromotion.it
PSI No. 17272	B-Loony Ltd, UNITED KINGDOM	www.b-loony.co.uk
PSI No. 17366	Bounce Creative Designs Ltd., UNITED KINGDOM	www.promo-brand.co.uk
PSI No. 17283	Brandextend GmbH & Co. KG, GERMANY	www.brandextend.de
PSI No. 17323	Brandville Printz nd Promotions, NIGERIA	www.brandvilleprintz.com
PSI No. 17337	Brigitte Kosak Werbebüro Inh. Brigitte Kosak, GERMANY	www.kosak-werbebuero.de
PSI No. 17286	BTL Forms Effective Advertising I nh. Joanna Warkocka, POLAND	www.btlforms.com.pl
PSI No. 17245	bue Werbung Agentur für Vertriebsdienstleistungen Inh. Thomas Büttinghaus, GERMANY	www.buettinghaus.eu www.buntheit.de
PSI No. 17256	buntheit GmbH, GERMANY	
PSI No. 17281	CASSIDY COVERS LTD, IRELAND	
PSI No. 17296	CG CLEVERGifts e.K. Carmen Grübener Inh. Carmen Grübener, GERMANY	www.clevergifts.de
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We offer a wide range of corporate and promotional gifts as well as textual and graphic design of accompanying print products. One-stop service, perfectly tailored to your business, your advertising materials and the occasion. We are your reliable partner in the Ruhr and Rhine-Main area.

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PSI No. 17258	COM-PRINT Inh. Christoph Lang, GERMANY	www.com-print.eu

Seit über 18 Jahren steht com-print für Service, Qualität und Verlässlichkeit in den Bereichen Textildruck und Stickerei, Drucksachen, Beschriftungen, Werbeartikeln und Stempeln - selbstverständlich inklusive Logoentwicklung. Seit drei Jahren bieten wir in unseren neuen Räumen in Niederwerrn, Nähe Schweinfurt, auch einen Kopierservice mit an.

Unsere Schwerpunkte liegen in den Bereichen: hochwertiger Textildruck & Stick, präzise Beschriftungen, ausgesuchte Werbeartikel.

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PSI No. 13129	Creata (Germany) GmbH, GERMANY	www.creata.com
PSI No. 17297	Dalistic Team SRL, ROMANIA	www.dalisticteam.com
PSI No. 17289	Dandler e.U. Inh. Niklas Dandler, AUSTRIA	www.dandler.eu
PSI No. 17266	datamark Org. GmbH & Co. Kunststoffverarb. KG, GERMANY	www.datamark.de
PSI No. 17333	DEKO & FLORA Inh. Monika Heid, GERMANY	www.dekoundflora.de
PSI No. 17298	Designcreative Inh. Dietmar Kröpfl, AUSTRIA	www.designcreative.at
PSI No. 17372	DG Textildruck Inh. Denis Groß, GERMANY	www.wir-bedrucken-shirts.com
PSI No. 17271	Die Werbeartikler W&H UG, GERMANY	www.die-werbeartikler.de
PSI No. 15053	disegno Inh. Antonino Affronti, GERMANY	www.disegno.cc
PSI No. 17369	DWD Knochenhauer Inh. Rocco Knochenhauer, GERMANY	www.dwd-knochenhauer.de
PSI No. 17344	F&F Verpackingen B.V., NETHERLANDS	www.fenfverpakkingen.nl
PSI No. 17331	FBI GmbH, GERMANY	www.fbi-gmbh.eu
PSI No. 17336	Fenix GmbH, GERMANY	www.fenix.de
PSI No. 17384	frank werbemittel e.K. Inh. Fabian Frank, GERMANY	www.werbou.de
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PSI No. 17306	Great Shape Promotion AB, SWEDEN	www.greatshape.se
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PSI No. 17284	IBACH MEDIENdesign Inh. Michaela Ibach, GERMANY	www.ibach-mediendesign.de
PSI No. 13656	Idee-Agent GmbH, GERMANY	www.idee-agent.de
PSI No. 17307	IN THE BAG PROMOTIONS LTD, UNITED KINGDOM	www.inthebag.london
PSI No. 17309	Intelsol s.r.o., CZECH REPUBLIC	www.intelsol.cz
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PSI No. 15286	Punkt-Werbeartikel.de Inh. Matthias Herpich, GERMANY	www.punkt-werbeartikel.de
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PSI No. 16457	Trade Con GmbH, GERMANY	www.tradecon.net
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Im Sportmerchandising ist Trade Con seit 15 Jahren eine feste Größe. Aber auch wichtige Industriekunden zählen zum Kundenstamm des Familienunternehmens, welches mit der Kombination aus Kreativität, individuellen Eigenkreationen & Serviceorientierung im Bereich haptischer Werbung überzeugen kann.

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PSI No. 17326	Universal Business Solutions N.V., SURINAME	www.ubsnv.net
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PSI No. 17325	WCT Gifts Trading LLC, UNITED ARAB EMIRATES	www.wctgifts.com
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	<p>excessories realisiert personalisierten Lifestyleschmuck wie Glücksbändchen, Ketten, Anhänger o.a. aus Silber in verschiedenen Legierungen. Logo-, Buchstaben-, Symbolanhänger, etc. Das Edelmetall Silber wird in verschiedenen Legierungen verarbeitet mit einer umfangreichen Auswahl an Materialien wie Textilbändern, Leder, Edelsteinen, Zirkonia oder facettierte Glasperlchen.</p> <p>Whether bracelets, necklaces, earrings, pendants, customers of excessories have a choice. The precious metal silver is processed in various alloys with a wide range of materials such as textile ribbons, leather, gemstones, cubic zirconia or faceted glass beads. excessories can help you to realize your own jewelry-items with your own logo.</p>	
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PRELIMINARY EXHIBITOR LIST OF THE PSI 2017 10 – 12 JANUARY 2017 IN DÜSSELDORF

The following companies present themselves at the PSI show:

TEXTILE AREA = TA ERFINDER = IV
NEWCOMER AREA = NA BERATER SPOT = BS
TECHNOLOGY FORUM = TF PSI FIRST = P1
NEUAUSSTELLER = NE

PSI No.	AUSSTELLER / EXHIBITOR	Stand			
NA NE	49787 1001 Gewürze GmbH	12M40		47800 ALFA PROMOSYON TEKSTIL PAZ. SAN.	
	49009 12M BTL&POS PRODUCER	10G68		VE TIC. LTD. STI.	10M54
NA NE	49803 13gramm SARL	12M36	NE	43066 alfi GmbH	9D23
	49629 2Drink by Promocionales de Occidente	11H18	NE	47574 HEGA HOGAR (ALJUAN S.L.)	10D15
	49279 2had GmbH	10M06	NA NE	49171 Allers Grupa sp. z.o.o.	12M26
NA	49737 5A PLUS GmbH	11M30		45590 aloga gmbh	11B30
NA	49619 5 CUPS and some sugar GmbH	12N22	NA NE	49867 Alpha Art Gifts LLC	12A42
P1	PSI 5Cups Teapoint	12N22		49591 AMK Group Rekawek, Kondraciuk Sp. J.	
	Partner 656 Editions „CIMAG“	9M22		Artur Rekawek, Konrad Kondraciuk	11B63
		Media	NA	49582 A.M.Schoko	12K26
		Lounge		49636 Ancestors of Dover Ltd.	12H27
	48797 A&J Agnieszka Polak	9G17a	P1	45753 Anda Present Ltd.	11K04
	47187 Abanicos Aldaia Internacional Manuel			49424 FH.U APLA KAROL SUDER	10G59
	Guerrero Del Moral	9F07		44291 Araco International B.V.	10F21
	47670 Abanicos Jose Blay S.A.	9E03	NE	49166 Archivo 2000, S. A.	9K16
NA NE	49799 ABC-N Plus s.c. Zbigniew Ziemba,			48360 ARCIERI s.r.l.	10K09
	Przemyslaw Plaskacz	12N34	PSI		9M22
TA P1	49549 ABER textil+design	10H72b	Partner	arcus design & verlag oHG „Druckmarkt“	Media Lounge
BS	5393 absatzplus - Agentur für Werbeartikel	Berater Spot		45456 Aristos International GmbH	11H52
	e.K. Joachim Schulz	EN01 f	NA NE	49847 Armor SAS	11M24
				49123 Arno Barthelmes Zella-Mehlis GmbH	9F21
	48055 Acar Europe GmbH	11D43		48941 Arnulf Betzold GmbH	
TA NE P1	49808 Acara Schweiz GmbH	10L54b		Lehrmittelverlag-Schulversand Michael Warneke	11C66
	49500 Acarta GmbH	9H34		48309 Manufacturas Arpe, S.L. ARPE	10C01
	45561 achilles concept GmbH & Co. KG	9K10	NA NE	49755 ArtForFans	12K45
	42299 adamo design GmbH	12C14	BS	11183 Art Surprise GmbH	Berater Spot
	49347 Adapt Marketing (Pty) Ltd -				Galerie 04
	ADAPT Anthony Driman	11C45	NA NE	45495 Art di Como Design GmbH	11N25
	44329 aditan Werbe- und Organisationsmittel GmbH	12B01		49604 Nuovo Istituto Italiano d'Arti Grafiche S.p.A.	11M39
	43999 ADOMA GmbH Kunststoff- und Metallverarbeitung	12H53		40661 Arti Kalender & Promotion Service GmbH	10M76
	46601 Adria Bandiere SRL	11C78	NA	49333 ARTOS PRODUCTIONS GmbH	12K22
	46850 ADV PAX Lutec GmbH	9E28		49827 Aseli OHG Alfred und Heinz Seliger	9L32i
	45448 Aetzkunst GmbH & Co. KG	9C14		49556 Asgard Sp. z.o.o.	11C42
	48751 AFISA Asoc. Fabric. Import SA	9B52		47506 Condom Message ASHA INTERNATIONAL	9A41
	46059 Afkim Ltd.	10C33	P1	45428 Asia Pins Direct GmbH	9L51
	49063 PSI AFTER WORK	Halle 9		41169 ASS, Spielkartenfabrik Altenburg GmbH	
	49278 Aglika Ltd.	11H12		ASS Altenburger Spielkarten	11F65
NE	48914 Arcade Productions	10E41		49441 A.S.S.-3 Biuro Exportu Importu i	
P1	49337 aiaa LLC Partnership	9K17		Marketingu Ewa Skoczen	9E21
	PSI Partner Aka Merch & Textil GmbH	10H78c		PSI Partner ASSOPROM C/o Confindustria Federvarie	11M38
	49511 ALCAN REKLAMCILIK VE HALKLA		NE	49199 SC ATELIERELE UNIKA SRL	11E25
	ILISKILER SAN. VE TIC. A. S.	10F13		46148 ATUT & PRIMAR s.c Golab, Rackiewicz	10K07
				47980 Audio Protect AG	9C12
				48738 AuRa Textil GmbH	9L03

	49413	AVANT Stoneware Factory	9H50
TA	49731	Axel Fleischacker Handelsagentur	
		Inh. Axel Fleischacker	10H78e
	46204	Axpol Trading Sp. z.o.o. Sp.k.	11K43
	46781	AXXEL Sp. Z.o.o.	9D18
	48898	b & a Vertriebs GmbH Promokick	9C22
	49194	Bäckerei Lieberwirth GbR	9L32e
P1	47411	badge4u Wojciech Pawlowski	9A31
	48060	badgetec® GmbH Namensschilder Systeme	9E07
	41338	Bären Luftballons GmbH	9D09
NA NE	49851	Ballonprofis.de Inh. Joanna Grabas	11N20
NA NE	49861	Banale SRL	11N24
	PSI Partner	BAPP Belgian Association of Promotional Products	11M38
	48350	Barbara Hofmann GmbH	9D31, 9E51
	45434	Bartl GmbH	9A40
NE	49860	BATO and DIVAJN Graphic Center	11N61
	45934	bb med. product GmbH	9C32
NE	47891	BDW VIP-Band e.K. (securticket.com)	
		Inh. Thomas Diopan	11L16
	47455	BD Group d.o.o.	10F24
NA NE	PSI Business		
	Partner	beLaser GmbH Laserbeschriftung und Gravuren	11N42
	49425	Belgosweet SPRL	10G78
NA P1	47145	BEMAG Behrendt Marketing Group	12N46
	48731	Beseda Adrian Bereszyński	9D35
	48159	Beutler Verpackungssysteme GmbH	12F50
NE	41859	BIC GRAPHIC EUROPE S.A.	11F28
NA NE	49833	Big Ben Interactive GmbH	11N36
	49021	Bigso AB	12H31
	46839	Bio Laboratories Ltd.	9F28
	49300	Hannes Schmitz Bio-Button KG	9H46
NA NE	49154	BiteBox GmbH	12L22
	49606	BLACK HILL - Westcoast of Sweden Int. AB	10L14
	48873	BLAXT UG	9L04
NE	40774	blomus GmbH	11M54
	49325	Blue Chili GmbH	11K33
	49674	bluebox Promotion GmbH	11D54
	49046	Blueprint Cologne GmbH	11N01
	49381	Bobble Europe Cooper Trade BV	10M44
	41435	Böckling GmbH & Co. KG	9C13
	47698	BOFA-Doulet GmbH	9C41
	48718	BOHEMIA SPORT TRADE, spol. s.r.o.	11L61
NE	42357	Böker Manufaktur Solingen	
		Heinr. Böker Baumwerk GmbH	9B32
	48401	Bon Goût Eli Katzenstein	12A38
NA NE	49839	Bong GmbH	11N32
	49348	BOOGIE	9D39
NE	49753	BOTT sp. z o.o.	9B31
	45767	Bottle Promotions a Tacx International Company	9K32
NA NE	49547	Bowings S.L.	12N28
NE	49848	BOYUT PROMOSYON Rek. Mat. San.	
		Dis. Tic. Ltd. Sti.	11M48
	PSI	BPMA British Promotional Merchandise Association Ltd.	12K34
NE	49124	BQS Textiles BV	12D35
NA NE	48423	Brainstream GmbH	12L42
	46304	The Brand Company, S.L.	9G31
NA NE	49758	Brand.it GmbH	12O42
NE	46432	brandbook NEXT design+produktion GmbH	11E56
	49129	Brandcharger B.V.	12C41
NE	49841	brandident Vertrieb & Produktions GmbH	10L21
NA NE	49782	Brandmeister Vertriebs GmbH	12K48
	46905	Brauns-Heitmann GmbH & Co. KG	9A25
	49641	Bremer Feinkost GmbH & Co. KG	9L42h
	49334	Bric's Spa	10G28
TA NE	47371	BROTHER Internationale	
		Industriemaschinen GmbH	10H54e

	40567	BRUNNEN & EILERS Promotion Service GmbH & Co. KG	11D03
	48383	BSC SPA	10H20
	PSI Partner	BSGE e.v. Bundesverband	
		Souvenir•Geschenke•Ehrenpreise e.V.	11M64c
	48045	B-TOKEN BVBA	9F26
NE IV	Inventor	Buah GmbH	12N36
	40710	BULLYLAND GmbH	9F51
	45956	burger pen AG	11F25
	46531	Businessball B.V.	12E35
TF NE	PSI		
	Partner	Buth Graversysteme GmbH & Co.KG	12A14
	47952	Büyüksoy Bayrak Ve Semsye San. Tic. A.S.	9G01
	44519	B.W.S. SPRL	11E01
NE P1	49785	Calafant Store UG (haftungsbeschränkt)	11N11
TF	45107	cameo Laser Franz Hagemann GmbH	
		Epilog Laser Corp.	12B09
NE P1	49760	Candy Wave Krott GmbH & Co. KG	12K03
	49660	Capira Sp. Z o.o. Sp. Komandytowa	11B29
	46643	Caramelos Cerdán S.L.	9H13
	49526	Carioca SPA	10G62e
	42482	Cartamundi Turnhout NV	11F65a
	PSI	CATWALK	10H64
	43811	CDH Computer Division Heinemann GmbH	9A18
	47456	Cemertas Promotional Textiles	
		Industrial and Foreign Trade Company Ltd.	9B01
NE	49854	Cerve S.P.A.	10G62b
NE	49807	Chili Concept Germany GmbH	11C80
NA NE	49809	Chocolat Frey AG	11N08
P1	48316	CHOCOLISSIMO by MM Brown Deutschland GmbH	10M16
NA	49542	Chr. Tanner GmbH	11N29
	42811	BOOMERANG S.A. CITIZEN GREEN	11E66
	48658	CITRON GROUP Magdalena Owczarska	10C28
	46851	Classic Line Warenhandels GmbH	9K01

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	48748	Claymore Willemen Koffers B.V.	9G51		40723	DOM POLYMER-TECHNIK GMBH	11F20
	40511	Clipper B.V.	12G36	NE	48259	Dopper BV	12H41
	46153	Clipper A/S	9A17		41752	doppler H. Würflingsdobler GmbH	11D42
TA NE	43606	Club Crawatte Crefeld GmbH	10H72d		48489	Dorling Kindersley Verlag GmbH	11F51
	48345	CMA Global Inh. Young Sun Kim	9G40		46897	Dosenspezialist GmbH	11A54
	46116	Brand Promotion CZ s.r.o.	10F11	NA NE	49859	Dotons AB Jonas Lindblom	11N10
	47764	Coffeebrewer Nordic A/S	11M40		49048	DOYUK Promotional Products Engin Doyuk	9B28
NE	49780	colordruck Bayersbronn W. Mack GmbH & Co. KG	9H37		49287	Dr. Junghans Medical GmbH	11K23a
	46789	CoMo Europe B.V.	9C23	PSI Partner		Dr. Harnisch Verlagsgesellschaft mbH dedica	10K13
NA NE	49631	Compas-Tihomir Tanchev ET	12N40	P1	49304	Dragon Gifts Ltd	9L18
	46835	Concert-Merchandising GmbH	9L13		45720	DreamPen, BALL-POINT PENS PRODUCER	10F35
NA	49729	Condedi GmbH	12K14		44886	DreiMeister Spezialitäten Hans Schröder	
NE	49855	Confezioni Negri Di Negri Tommaso & C. SNC	10G64b			GmbH & Co. KG	9C51
NE	46506	Confiserie Burg Lauenstein GmbH	12G49	NA	49717	DREVOTVAR DRUZSTVO	12K47
	49112	Consilio Jakub Michalski Consilio Jakub Michalski	11E19	NA NE	49857	drinkitnow GmbH	11N27
	41421	Coolike-Regnery GmbH	9B23		48332	drinks gmbH	9L42c
	45939	Corthogreen bv Greengifts & Seedpromotions	11B12	NE	49344	DURABLE Hunke & Jochheim GmbH & Co. KG	11A72
	48842	Cottonland Textiles Open Vision Lda.	10G42	NE	47128	E.T. Technologies (Deutschland) GmbH	9L05
	49490	CPI DIS TICARET VE SAN. TIC. LTD. STI	9K27	NA	49541	East West Beheer B.V. East West Packaging B.V.	12M22
	49376	CPS GmbH / FRESHTIS	9F53	NE IV	Inventor	Easy2Open	12L18
NE	49170	CREA F2 LLC	9H03		49140	EB-Secco GmbH	11M35a
	PSI Partner	Creativ Salzburg Reed Messe Salzburg GmbH	11N59		47503	Eco Promo Everything Environmental Ltd	9L27
BS	1194	Creativ Werbemittel GmbH	Berater Spot	PSI			
			Galerie 11	Partner		Eisma Businessmedia BV „Stitch & Print	9M22
NE	48968	creative production team Michael Bittner	11M20			International + Sign+ Magazine”	Media Lounge
BS	9847	CRIMEX GmbH	Berater Spot		49714	Etkin Promosyon LTD STI	9D01
			9E03e	P1	41369	elasto form KG	11F54
	48445	CTP S.R.L.	9D22		44127	Elektronica SM-Handels GmbH	10H03
	49317	CTWO Products AB	11H15		48996	ELITA Spółka Jawna Jerz i Staszalek	9L16
P1	47595	CupPrint freie-produktioner Münster/Osnabrück			44736	ELITE Srl	9H40
		GmbH & Co.KG	9G18		49869	Ellevu SRL	12G26
NE	44920	CURLY & SMOOTH Handels GmbH	11L22		47306	EMCO Bau- und Klimatechnik GmbH & Co. KG	12B10
NE	49788	CURVER Luxembourg Sarl	11H24		42200	e+m Holzprodukte GmbH & Co. KG	11B66
	48803	Customcufflinks Pieter Bosscher	12E49		42692	EMSA GmbH	11A66
	49579	DAG TECHNOLOGIE	10E49		47403	Ender Tekstil Sanayi Ve Ticaret Ltd STI	9D28
	42819	Gustav Daiber GmbH	12E40b		47737	ENDULZARTE, S.L.	9E22
	48202	DAMLA OFSET MATBAACILIK AS	10F15		49081	entrada Textile Dienste GmbH	
TA NE	49804	daus modevertrieb Inh. Christian Daus	10H54f			Geschäftsbereich Matten	11H36
TA NE	46375	Delfina® Wäschekrone GmbH & Co. KG	10M72h		45107	Epilog Laser cameo Laser Franz Hagemann GmbH	12B09
	48840	DELSEY Reiseartikel und Lederwaren GmbH	11H51	NE	49093	Eren Kadife Tekstil Nakliye San.Tic. Ltd Sti	10G37
	46660	DEONET BV	10M31	NE	49197	ERNST ALEXIS AB	10C34
	48449	Der Zuckerbäcker GmbH	9F41	NA	49592	Ernst Klever GmbH	12M02
	49620	DerGugl Manufaktur GmbH & Co. KG	9K14		48529	Erteks Kadife Tekstil San. Ve Tic. Ltd. Sti.	10F46
NA NE	48497	designer workshop Inh. Jürgen Schoch	12L16	NE	48003	ESBIT Compagnie GmbH	12K15
NA NE	49794	DESIGN PROTECT	12N12		41768	ESC - Europa-Siebdruckmaschinen	
NE	41826	Deumer GmbH	10F52			Centrum GmbH & CO. KG	9B04
	PSI Partner	Deutsches Patent- und Markenamt	12L50	NA	49710	Escapulario OHG	12K46
	41734	Giuseppe Di Natale S.p.A. Arti			40684	ESKESEN A/S	11C76
		Grafiche Cartotecnica	11K71	NA NE	49789	ETIGO ETIGO	12N44
NE	47107	Diarpell S.p.A.	11H19		47057	ETITECNIC.	9G32
P1	49090	Die Stadtgärtner Inh. Derk Niemeijer	11M10		46089	F.P.H.U. Eudarcap Dariusz Kobos	10D21
BS	13885	DIE6 Promotion Service GmbH	Berater	NA NE	49845	Euro-Transfers Sp. z o.o.	11N14
			Spot EN01 d		49245	Euronatal LDA	12D41
IV	Inventor	Diese Klappkarten / Rafael Armbrust			49704	European Sourcing Sarl	9F17
		Michael Ising GbR	12O37		41857	EUROSTYLE - Emil Kreher GmbH & Co.	
NE	49774	Digital GraFIX Grup srl	9A52			KG Lederwarenfabrik	11D41
TA NE	49814	DigitisingMart Europe Ltd. Brand Smart Punchen	10L72a	BS	1228	Evers Werbemittel Hans-Joachim Evers	Berater Spot
	47097	DISEÑOS NT DISEÑO Y APLICACIONES					EN01 e
		DEL NO TEJIDO, S.L.	10F60		45339	Everts Pol Sp.z.o.o.	9E27
	PSI		9M22	NA NE	49825	Evoprint IKE	12O38
	Partner	display Verlags GmbH display	Media Lounge	NA NE	49816	EXCESSORIES, Marion Schuster	11N30
	48615	DIZAYN ETIKET San. ve Tic. A.S.	9F18		47307	Exito Group M. Malczynski R. Badowski s.c.	9F13
	49193	dMAS GmbH	10L11		47094	Extrapack Ltd.	11H14
	46488	DOCTIME GmbH	11F42	NE	40865	A.W. Faber-Castell Vertrieb GmbH	9D52
TA NE	49844	dogibear promotions Inh. Serdar Dogan	10H78b		49042	Fabio Ricci Talat Matbaacilik ve Deri	
	49340	DOIMO FLAIR DISTRIBUTION Giovanni Doimo	11B17			Mamulleri Ticaret As.	11K51
					49205	Fabryka Zabawek Pluszowych Kolor Plusz	
						Mirosław Lapczuk & Maciej Raczkowski	10L03

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TA NE	49654	FABU-Print GmbH & Co. KG	10H78a	47265	GRASPO CZ, a.s.	11H04
NE	47946	FAHNEN HEROLD Wilhelm Frauenhoff GmbH & Co. KG	9G52	48277	Green Earth Products Inh. Helga Nederhoed	11A42
	42720	Falk & Ross Group Europe GmbH	10H50	TF	42972	Grüner Laser Products GmbH & Co. KG
	43144	FARE - Guenther Fassbender GmbH	12E40			9L01
NA NE	49797	FEEL-INDE SARL	12N42	BS	48623	GSE Gesellschaft für Soziale Dienstleistungen Essen mbH
	47960	Feniks Sp. z.o.o.	9H42, 9M17		2680	Gunnar Sprinkmann GmbH
TA	44673	Festartikel-Müller GmbH	10H54d	PSI	GUSTO	Berater Spot
	49354	Fifty Five OHG	10H45			Galerie 07
	46874	Cokoladovny Fikar s.r.o.	9A04			
NA NE P1	49155	FILEREX Europe GmbH & Co. KG	12K21	NA	49105	49072
	48519	Finardi Milena SRL	10M62			
	49267	Firma Vorsprung Inh. Peter Häusser	11F50			
	47964	First Editions Ltd.	9E49	NA	47881	Werbeartikel-Wirtschaft e.V.
	41002	Alfred Fischer	9E18		49079	9H28
	48158	Flameclub Europe BV	11C53	TA	49597	Hädicke Inh. Gerhard Hädicke
	44294	Hermann Flörke GmbH	11C49	P1	45666	Haid Werbeagentur GmbH
NA	49134	FLSK Products GmbH	12L20	P1	49342	haider marketing R. Haider
	49698	Form Bags Spa	10G64a		42765	10M54a
	49421	Formpress AB	9F14		48777	12E40a
	49559	FORTIS M. Borowy Sp. j.	11B25		44954	9K51
	PSI	Forum junge innovative Unternehmen			happyROSS GmbH	11A14
		Innovation made in Germany	11M02/	NE	48569	12H29
			11N21		46932	11F43
NA	49624	visuals united ag FOTOBODEN™	12K33			10L01
NE	47628	Framsohn Frottier GmbH	11C63		47160	HASGÜL TEKSTIL PROMOSYON ÜRÜNLERİ
	47463	Franco GmbH Image-Cosmetics & More	12G02			SAN. VE DIS. TIC. LTD. STI.
	PSI Partner	Fraunhofer Institut für Arbeitswirtschaft und Organisation (IAO)	12L50	PSI Partner	41756	10H57
	49385	Fuchs-Display GmbH	12C17		48313	9E40
	PSI	FYVAR - Asociación de fabricantes y vendedores de artículos publicitarios y promocionales	11M38	NE	46161	Hauptzollamt Düsseldorf Presse - und Öffentlichkeitsarbeit
NA NE P1	49801	Galerie Eldorado Max Grubba Inh. Max Grubba	12N10	NEI V	46612	12L50
NA	48178	gasienica.pl sc	12L30		44145	11A34
P1	41615	Geiger-Notes AG	11D63	NE	49763	11A18
	49621	Genius GmbH	9M23		41583	9G45, 9H09
	48575	Geoman Bulgaria Ltd Kaliman Mechkarov	11B71		46706	12M35
BS	3148	Gerhard Mundt GmbH & Co. KG	Berater Spot		46612	HELLMA Gastronomie-Service GmbH
			EN01 m		44145	9L32h
	47324	Get Impressed srl	11F34			helo ® Heckelmann Holz und Kunststoff GmbH & Co. KG
	49657	Gewolix GmbH	11C13	NE	49763	9K07
NE	49187	Gigaset Communications GmbH	11M60		41583	10C75
	47578	GIMEX melamine plus GmbH	9D41		41583	11D01
	45737	Giving Europe B.V.	12G04		46706	11K23
BS	8876	GK Handelsplan GmbH	Berater Spot	NA NE	41275	11F53
			EN03 d		48699	12L38
NA NE	46626	Global Innovations Germany GmbH & Co. KG	12N30		41016	10F53a
NA	47158	Global Werbesysteme GmbH	12N08		46235	12E19
	49420	GOBILAB SAS	11B24	P1	45918	11K46
NA NE	49802	GoCubic - ein Projekt der mare-team GmbH	12N20	PSI		9M22
	43242	GÖCKENER GMBH	9C52	Partner		Media Lounge
	40969	Jakob Göschl GmbH	9F03	NE	49016	11M08
	44530	Frottierweberei W.F. Gözze GmbH			45818	11B76
		Produktion Werk II Werbemittel-Vertrieb	10M45		41118	9K31
	48349	GOLD PUZZLE COLLECTION Iskenderler Otomotiv Ltd. Sti.	9F01		45973	10D53
	45829	Goldstar Europe National Pen Limited - VP Marketing Europe	12G38		41690	11F01
NE	47707	Goprom Handelsgesellschaft mbH	11K31	NE	46994	9L02
	46517	Gorenler A.S.	9D02		46478	10D25
	46895	Gottschalk B.V.	9B42		49288	12C11
NE	49829	GP Italia SPA	11N56		47349	12C49
	47197	GPE A. Ardenghi srl	9H04		49482	9L24
	49095	GPS Spa	12H23	PSI Partner		
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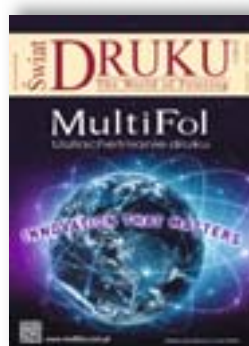
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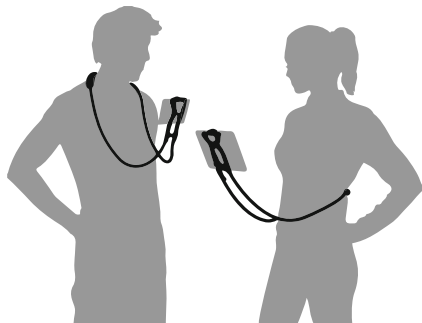
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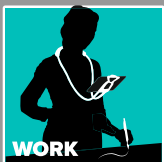
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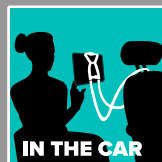
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A fair shot...



he US presidential election has reached a new dimension with \$ 2.7 billion in election campaign expenses. It was a dirty media battle. Arguments and election programmes played no role.

At the "ASI Power Summit" at the beginning of November, I had the opportunity to see Donald Trump, and was able to assess the promotional products and merchandising articles of the presidential candidates. All categories were represented: Toy figures, mugs, writing utensils, caps with slogans, textiles of all kinds and shoes. Trump spent more than \$ 900,000 on promotional products with the slogan "Make America great again" in May alone.

There was no labelling. An observation that I repeatedly make in Europe. Why are we not so strict in our industry when it comes to labelling requirements? This is a big risk which, in my opinion, is massively underestimated by many companies. Failure to affix labelling is a legal violation and unfair to those companies that have products manufactured in a legal and sustainable manner. But Hillary also dismissed the campaign slogan "A fair shot and a fair deal" again ...

The German federal election is taking place next year. The political parties in Europe also produce large numbers of promotional products and merchandising articles. It will be interesting to see if they are labelled.

Best regards,

Michael Freter
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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.





New products at PSI 2017

As the leading trade show for the European promotional product industry, PSI traditionally dictates the rhythm of the industry at the beginning of January and acts as a reliable indicator of the new three-dimensional promotional year. With numerous highlights, it shines the spotlight on numerous product innovations and their creative impetus for advertising companies of all sizes. On these pages, we present a colourful pre-selection of the "new releases", arranged according to the stand location of the exhibitors presenting them. Browse through these pages and be captivated by the products presented here.

Please give some consideration to the product theme of February 2017 with the thematic groups "Hobbies, sports and fan merchandise" as well as "Calendars, paper, packaging" and send your product presentations (image and text) until 16th of December 2017 to Edit Line GmbH, Redaktion PSI Journal, e-mail hoechemer@edit-line.de.

Düsseldorf Day & Night



Shortly after the turn of the year, the industry year starts with the industry highlight. For the 55th time, the PSI Institute invites trend-conscious industry professionals and, for the first time, also representatives of advertising companies to the large, colourful trend show of promotional products. But after the hustle and bustle in the exhibition halls during the day, you can carry this momentum into the evening hours or end a jam-packed day at the trade show over a leisurely delicious meal. Düsseldorf is ideally prepared for this and has a lot to offer, including a lot of new things.

The pitfalls of labelling textiles

The proper labelling of textiles is a science in itself and harbours a lot of stumbling blocks. Companies that place textiles on the market should therefore deal extensively with this to avoid penalties. In the January issue of the PSI Journal, expert Birgit Jussen will explain the pitfalls of this topic. She is a graduate engineer in the field of clothing technology and supports the textile and clothing sector with her company "Quality matters – advice for sewing technology and quality".



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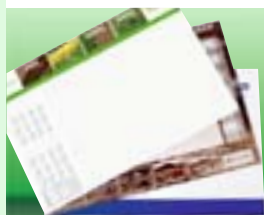
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