

# PSI EUROPE

**PSI Journal**

International Magazine

For Promotional

Products

February 2017

Volume 56



## **Product guide**

Hobbies, sport,  
fan merchandising  
Calendars, paper, packaging

## **BSCI**

Still scope for further  
improvement

## **Reda**

Mission Leading position

## **Innovative products**

# PSI 2017 New Records



# NEU

JETZT KATALOG  
ANFORDERN!

Ostern ist  
am 16. April!

WIR WÜNSCHEN  
IHNEN EINE BUNTE  
OSTEREIERSUCHE!



## SÜßE OSTERPRÄSENTE IN PREMIUM-QUALITÄT!

**Tipp**



Osterkalender mit 16 Türcchen  
und Schokolade von Ritter SPORT

**QUADRETTIES**

**neu**



Präsent „Oster-Häuschen“  
Schokolade von Lindt

**neu**



Lustiges Oster-Ei, 50 g  
von Milka



Großes Osternest mit  
Schokolade von Lindt

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# CD LUX



## Editorial

# At 55 very sexy



he PSI Trade Show is younger than ever. At least if you equate young with fashionable and modern. Everything that is in vogue today in the digital, fashion and technology worlds was also presented in Düsseldorf. This includes augmented reality, 3D glasses and Bluetooth speakers, as well as innovative printing techniques and new, haptic impressions with writing instruments as well as drinking cups that conserve heat for up to ten hours. New techniques have made the world of traditional promotional products really sexy again.

The entire trade show was sexy. Informal, easy-going, positive and full of good things. At first, exhibitors and visitors were only uncertain about one question: What would the first Industry Customer Day entail? From serenity to excitement – every kind of emotion was represented. We should not fail to mention that strict rejection was also evident. Although I did not experience that at all at the Industry Customer Day.

Indeed, things went well. Some fine-tuning is certainly necessary, but this is hardly any surprise when such a revolutionary change takes place. A trade show that had only been accessible to suppliers and distributors for almost sixty years was now accessible to industry customers for the first time for a day provided they had been invited by distributors/consultants. Like every change, this one was accompanied by opportunities and fears. Some saw more opportunities, whilst for others fears prevailed. Just as in real life.

However, most distributors and consultants had prepared their customers very well for the trade show. They had created product lists, prepared exhibitors for their customers and reserved presentation tables. Marketing specialists and users were overwhelmed by the diversity of the products, by the professionalism and size of the exhibiting companies and enthralled by the modern appearance of the trade show with its many trendy presentations. An enormous image gain for the entire promotional product industry.

There were also a few bad boys among the exhibitors and consultants who did not stick to the rules. But they were the exceptions and the PSI will take the appropriate measures to prevent this in the future.

The bottom line is that the PSI with the Industry Customer Day was a wonderful celebration for the promotional product – and for the industry. My thanks to the entire trade show team.

On this note

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

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

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## THE ORIGINAL.

[WWW.SIGG.DE/WERBEGESCHENKE](http://WWW.SIGG.DE/WERBEGESCHENKE)



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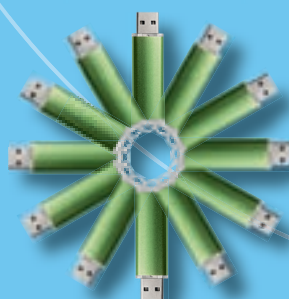
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# See you







# Promo World

# PSI

## 9 – 11 January Düsseldorf 2018

**The Leading European Trade Show  
of the Promotional Product Industry**

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



### 55th PSI sets new records

8

From 10 to 12 January 2017, the exhibition halls in Düsseldorf once again hosted Europe's largest promotional products trade show. With innovations and product premieres, enchanting shows on the catwalk and lectures on practical topics, the PSI 2017 was again an inspiring start in the new promotional products year – as the first part of our impressions proves.

### BSCI: Still room to improve

18

BSCI is an international initiative of trading companies and importers that aim to promote socially acceptable production conditions. BSCI members undertake to accept a uniform code of conduct and to audit 70% of their suppliers for the first time within three years. What does the Code do and where are the weaknesses? An exploratory search.



### Roadshows 2016: An exciting insight

44

The A&O Advent Tour and the Welcome Home Tour which took place at the end of 2016 were again well-attended events with a high networking factor. A review.



### Reda: Mission Leading position

60

It is one of the success stories that read like a modern fairytale – and yet are true. It is the story of REDA, the Czech supplier of promotional products and corresponding printing technologies. It shows that a great deal can be achieved from innovative ideas, even with few technical possibilities to begin with.



# 3 sub-trends of the megatrend health



**Vegan leather effect**  
Igro GmbH  
• [www.igro.com](http://www.igro.com)  
• PSI 40940



The Zukunftsinstitut has redefined health: "Health is no longer merely a desirable condition, but a lifestyle and a meaning of life." We have selected three sub-trends\* as examples:

**Detoxing:** the attempt to rid the body of harmful or pathogenic substances, for example, through selective nutrition.

**Exercise:** Sportiness is the golden rule. The emphasis is not on sporting records, but on the aspiration to anchor a new lifestyle in everyday life.

**Healthness:** In the consumer world, the megatrend health is no longer limited to nutrition. It has long comprised products of everyday life.



\* The Zukunftsinstitut presents these and other sub-trends at [www.zukunftsinstitut.de](http://www.zukunftsinstitut.de).



**Relaxing  
in the organic bath**  
Gams Wellness  
• [www.gams-wellness.de](http://www.gams-wellness.de)  
• PSI 45698

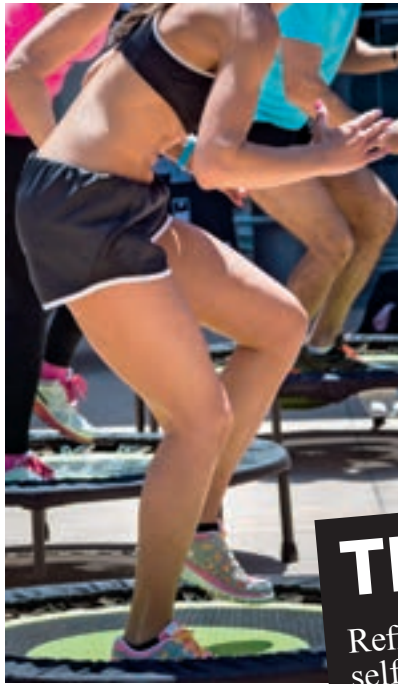
## Quality of life

**Slowing down** is a central concept of the 21st century. People draw strength and vitality from a variety of sources. Health and wellness become healthness.



**Active regeneration**  
LimeBOX  
• [www.lime-box.com](http://www.lime-box.com)  
• PSI 48956





## The moving ego

Reflection on one's own body. Active self-optimisation. The Zukunftsinstitut speaks of a new healthy architecture.

# Balance of individual vitality

## Quality instead of quantity

Trends come. Trends go. Some trends remain. Healthy nutrition was, is and remains a necessity. The Huffington Post spotted the trend "Back to Basic Foods" before the end of the year. Consequently, people today tend to consume food that is only minimally processed and treated and remains largely natural.



1



### Attractive on the outside, healthy inside

Enjoying good things can also be a feast for the eyes. An attractive appearance and healthy contents are not mutually exclusive.

# Consumer goods and lifestyle



2

#### 1 | Organic tea specialties

Henosa-Plantanas Group GmbH

- [www.plantanas.com](http://www.plantanas.com)
- PSI 47992

#### 2 | Make It Take It

studioL

- [www.Ritzenhoff-Industrieshop.de](http://www.Ritzenhoff-Industrieshop.de)
- PSI 51350

1



## No sports? No thanks!

No sports. This is the legendary and often cited answer which the former British Prime Minister Winston Churchill once gave. This has not been confirmed. However, it can be said with certainty: Today, sportiness is a trend with increasing (sales) potential.



2

#### 1 | Breathable

PF Concept International B.V.

- [www.pfconcept.com](http://www.pfconcept.com) • PSI 40972

#### 2 | Fit for everyday life

Xindao B.V.

- [www.xindao.com](http://www.xindao.com) • PSI 42772



new

jh1125

wind-  
& water-  
proof

softshell  
jacket

jh1126

9 colours

fun

daiber

For three days, the PSI presented itself as an inspiring and innovative platform for the European promotional product industry. With six per cent more exhibitors, almost eight per cent more visitors and a 57 % increase in internationality, the 55th edition of the PSI once again set new records.

PSI 2017



Those who walked through the trade show halls and talked to exhibitors and visitors clearly felt the intense dynamism, but also the confidence and nonchalance that characterized the trade show this year. The mood was optimistic, and everyone went about their business in good spirits. The attendees of the Industry Customer Day awaited the participants with excitement. The fact that these impressions are also reflected in the excellent trade show figures unequivocally shows that the PSI 2017 has once again lived up to its reputation as the strongest and indispensable platform for promotional products. In attendance were 988 exhibitors from 37 nations (previous year: 932) and 18,094 visitors (previous year: 16,810). More than 1,700 industry customers had accepted the invitation of their promotional product distributors and experienced “promotional products live” on the final day of the trade show. A deserved trade show success.

#### Young, trendy and inspiring

The PSI is not only Europe's leading trade show for the promotional product industry, it also has a reputation for being the “world's most beautiful promotional product trade show”. Every year in January in Düsseldorf's exhibition halls, the entire spectrum and charm of an industry, whose capital is based on the innovative power and creativity of the exhibitors and the irreplaceable market-



**Larger, more innovative, more international**

# The 55th PSI sets new records







ing and product know-how of the consultants, unfold. In its 55th edition, the PSI was particularly young, trendy and inspiring: In all product segments, the exhibitors held a variety of innovations and surprises in readiness. We will be presenting the highlights in the coming issues.

### The PSI drives the industry

The course of renewal that PSI has undertaken over the past few years has been rewarded by the market and the customers. The PSI presents itself in a new "look and feel" as a lifestyle event. Its character is visible as a multisensory experience, i. e. in the PSI Textile Area with the CAT-WALK, where textiles and accessories are creatively, professionally and zestfully placed in the limelight. And in one hall further along in the GUSTO Tasting Pavilion, advertising becomes a culinary pleasure. "All of this makes you want to discover, try out and see for yourself what possibilities are offered by promotional products," explained Michael Freter at the opening of the trade show. "The PSI drives the industry and remains in motion. Together with GWW and many supplier and distributor partners, we have worked intensively to better position the promotional product as an attractive advertising vehicle in the marketing mix." The showcase project among all measures was this year's Industry Customer Day, a large-scale and successful image campaign for the promotional product.

### Enthusiastic industry customers

For the first time, industry customers were admitted on the final day of the trade show. The response from the trade to the Industry Customer Day was outstanding, the customers were interested and curious about what they would expect. Even customers who already knew the promotional product presentations from in-house trade shows were impressed by the dimensions of the trade show and were overwhelmed by the huge portfolio of products on offer. The concept which had been carefully prepared for a long time under the auspices of the GWW was one of the largest promotional product campaigns to ever reach such a large number of advertising companies, convincing them of the potential of the promotional product sector. In this respect, it has achieved its goal of providing new impetus to the market

and of enhancing the image of the promotional product as an indispensable and credible advertising medium.

### Industry expects positive development

Market development was also discussed in the speeches of PSI Managing Director Michael Freter and GWW Chairman Patrick Politze as part of the trade show opening. With an industry turnover of 3.47 billion euros in the past financial year, the promotional product industry consolidated its share in the German advertising market. Almost every second company now uses promotional products as part of marketing campaigns, according to the results of the Industry Monitor presented annually by the German Association of the Promotional Product Industry (GWW). The latest PSI Industry Report Europe, for which the PSI Institute had interviewed 1,958 companies, showed that the promotional product sector expects a higher turnover. A total of 76 per cent of the suppliers (previous year: 62) and 67 per cent (previous year: 60) of the promotional product consultants in Europe recorded an increase in turnover compared to the previous year.

### Promotional products are effective

Market research is an outstanding tool to document the performance of the promotional product. For this reason, in addition to the above-mentioned surveys, the DIMA impact study is periodically updated. The third edition of the study, which was briefly presented by Patrick Politze, also provides the trade with well-founded arguments to support it in business dealings. Here are just some of the results of the study which can be obtained through the GWW: High prevalence, constantly high reminder values, long-term advertising effect, very high reach and a high utilisation rate are just some aspects of the high advertising impact of promotional products. In his brilliant lecture,

Olaf Hartmann, Managing Director of Touchmore - Haptic Brand Communication, explained why hapticals are indispensable instruments in a digitized world that make marketing more effective. For the more digital the environment, the more man longs for genuine experience. In light of all this, multisensory campaigns can demonstrably produce genuine powerbrands. <



PSI Managing Director Michael Freter



Olaf Hartmann, Managing Director Touchmore



GWW Chairman Patrick Politze

#### Exhibitors by country

Germany	507
Poland	71
Netherlands	70
Turkey	50
Italy	45
Great Britain	35
Spain	29
France	22
Austria	19
Belgium	18
Denmark	17



## Textile Area



At regular intervals, CATWALK models professionally put the collections of well-known exhibitors in the limelight.

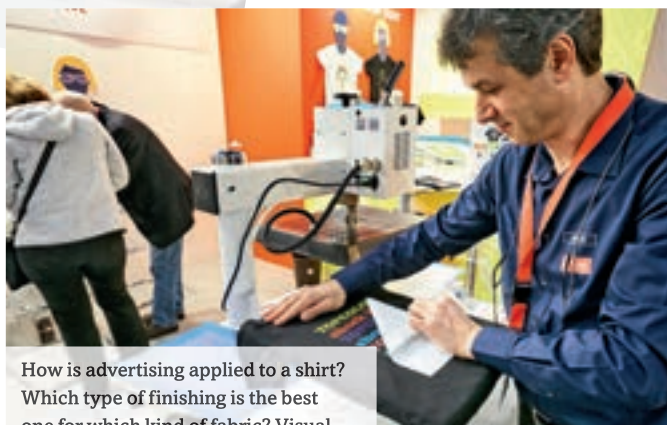
## Stylish fashion



The fact that Düsseldorf is also an international modern metropolis is reflected in the range of promotional textiles which can be admired every year at the PSI. The legendary PSI CATWALK in Hall 10 presented the highlights of the collections in this area during the recent PSI. Numerous well-known exhibitors showed the 2017 fashion trends here. And they attracted great interest from the trade visitors as well as the “newcomers” from the industry customer area. Within the immediate vicinity of the catwalk were the stands of the Textile Area, which displayed an impressive cross-section of the entire value-added chain of textile advertising from the manufacturer through to the distributor right up to the finishing company – chic promotion “at its best”.



Please touch! Direct contact to promotionally effective textiles was on offer here: Visitors had the opportunity to convince themselves of the quality of the products on display.



How is advertising applied to a shirt? Which type of finishing is the best one for which kind of fabric? Visual instruction was provided in the Textile Finishing Area.





The trio led by Anselm Müller-Gastell on the guitar kicked off the evening.

## First work – then celebrate



Meeting, talking, celebrating” was the motto at the end of the first day of the PSI Trade Show. After all, if during the day you do convincing work in connection with promotional products, you deserve some time to relax and “chill”. This is exactly what happened for the third time at the PSI After Work Party. The “high spirits” area in Hall 9, immediately adjacent to the PSI Competence Area, quickly filled with exhibitors and visitors who, by the way, found plenty of space for informal networking. There were refreshing drinks, hearty snacks and a lot of foot-tapping music. First of all, Anselm Müller-Gastell proved his bard qualities, and then guests were invited to dance to an exciting party sound until late in the evening.



Dancing until late in the evening.

**After  
Work**



During the party, many guests were photographed at the photo wall.





## Product Preview Event

## Premiere with preview character

**P**SI's Managing Director Michael Freter described the newly launched Product Preview Event which took place on the day before the trade show opened at the Congress Center Düsseldorf as "a new format and an experiment". A small group of exhibitors presented product highlights in an exclusive circle of invited distributors from Great Britain, Northern and Southern Europe. In the rustic ambience of the traditional Schumacher brewery in the Old Town of Düsseldorf, visitors were able to relax after the product preview event and enjoy hearty food and self-brewed Altbier, spend time together and network in excellent conditions. This enabled a continuation of the discussions started in the afternoon.



## Goldstar Europe



A beautiful tradition: the PSI Irish Party by Goldstar in Fatty's Irish Pub.

## The Irish way of powerful promotion

**T**he company Goldstar Europe has been a regular guest at the PSI for several years. The fast-growing supplier of promotional products focuses on producing high-quality metal ballpoint pens, and belongs to the National Pen Group which finishes more than 75 million promotional products in Ireland each year. Goldstar, the European supplier of promotional products, is enjoying significant growth with a large production facility at the European headquarters in Dundalk, Ireland. In addition to all-round finished quality writing instruments and its new "Bowie" ballpoint pen series, Goldstar also brought along Irish traditions to the latest PSI, which were shared with distributors and supplier friends at the popular PSI Irish Party in Fatty's Irish Pub. Among the participants was Cathal Dolan, one of the most popular musicians of Ireland, who was specially flown in from the island.



Specially flown in: Cathal Dolan, one of Ireland's most popular musicians.



## Celebrating like there's no tomorrow

**E**lasto, the Sulzbach-Rosenberg specialists for original as well as promotionally effective plastic products, once again showed their latest new products and ever-popular classics at their state-of-the-art 'Stadl' stand – in short, a convincing collection once again. In addition to innovation, the Bavarian manufacturer also focuses on traditions: at the end of the first day of the trade show, guests were invited to a rip-roaring party at the stand. The party guests were treated to beer specially imported from home and two delicious suckling pigs. Another highlight of the event was the legendary Spiegel Party on the second evening of the trade show in the heart of Düsseldorf's Old Town, where the elasto crew together with choice customers and visitors from the PSI team got in the mood for the Industry Customer Day.

**elasto**



Let's get stuck in! The party-goers at the elasto stand party were treated to a veritable symphony for the palate – two luscious suckling pigs.



A new sound at the elasto Spiegel Party was provided by the Düsseldorf group "Wounded Ducks".



High spirits at the elasto stand: The future manager of the PSI Trade Show Petra Lassahn, Crimex boss Klaus Roeting, PSI managing director Michael Freter and elasto managing director Marcus Sperber.





Touching was expressly welcomed: PSI visitors were asked to critically examine the products and then to vote for the most creative innovation in their opinion.

**PSI  
FIRST**



Albina Pen, Managing Director of Dragon Gifts, was delighted that her company's Power Blade had been well received by the trade show visitors.



Moleskine hit the nerve of the visitors: Marco Köhn, Managing Director of Exclusive Gifts B2B GmbH, accepted the award from PSI Managing Director Michael Freter.

## New presentation, happy winners

**P**SI presented the participating products in a more transparent and above all more sustainable manner during the PSI FIRST Awards this year. In an alley of birch trunks, the product premiers were presented on a special area in Hall 9 in an extension of the PSI Competence Area. In keeping with the haptic principle "A haptic experience cannot be falsified", visitors took full advantage of the opportunity to touch all products and closely inspect them. After all, they had been invited to choose their personal favourites as candidates for the People's Choice Award this year. They were able to cast their voice online for the first time. A specially designed touch screen in the form of an impactful oversized smartphone was positioned at the end of the avenue and could not be overlooked. Moleskine received the most votes for the most creative innovations for the Moleskine Smart Writing Set, Dragon Gifts for the Power Blade On-the-GO! and Nestler-matho for the Soundbar. The award winners will receive their awards at a separate ceremony where there will be another premiere. For the first time, a tablet will be awarded to one of the votes cast.



This is what winners look like:  
The happy team from Nestler-matho.





A bit of jazz, a bit of soul and a lot of disco beats: A fantastic live act ensured an excellent music programme.

**Giving Europe**

## Spectacular party on the Rhine

**G**iving Europe had not promised too much: the Dutch company had invited guests on board the trendy party ship Jules Verne for an extraordinary event with a captain's dinner and spectacular entertainment. Some 600 guests from 25 countries accepted the invitation. The fact that Giving Europe has now become something like Giving Worldwide is shown by the countries of origin of their customers and partners who had travelled from as far away as Dubai, South Africa and Australia. Giving Europe's boss, Stef van der Velde, was therefore in high spirits and cheerful when he greeted his guests. "Last year we celebrated our 15th anniversary on board this vessel. That was great. That's why we decided to celebrate our 16th year here once more. So far, 2016 has been our most successful year," said a delighted van der Velde, who would have liked to become a captain himself. He has preserved his maritime affinity and offered his guests an exclusive cruise on the Rhine river through the nightly city of Düsseldorf. There were not only illuminated sights of the Rhine metropolis to admire. The real fireworks were on the two levels of the party ship, ranging from a culinary buffet on a spectacular, hydraulically liftable stage which left nothing to be desired, a fantastic live band and a smashing party and disco night. A clear indication that the event had been a resounding success and very well received by everyone was that the last guests left the ship at 2.30 am.



Giving Europe boss, Stef van der Velde, welcomed his 600 guests on board the Jules Verne.



Stef van der Velde und Cocky Schalk from the Dutch distributor Intercédé.



**13** .....  
**per cent increase in value**  
 can be achieved  
 by a brand  
 through sus-  
 tainability. This

is the finding of the Sustainability Value Score 2016 study conducted by Serviceplan Corporate Reputation and Biesalski & Company.

**61** .....  
**per cent**

**of all advertising expenditures** flow into physical advertising media such as mailings, print and promotional products in Switzerland. These are the findings of the "Advertising expenditure Switzerland 2016" study conducted by Stiftung Werbestatistik Schweiz.

**A 5th**

**of all women** keep promotional products up to ten years. And the same percentage of men even have promotional products for eleven years and longer in their possession.\*

**3 out of 4**

**suppliers** surveyed for the PSI Industry Barometer 2/2016 expected an increase in sales for 2016 (2015: 62 per cent). Distributors of promotional products were also optimistic. 67.9 per cent expected a positive sales performance for 2016 (2015: 59.9 per cent).

**50,000**

Industry Barometer 2/2016, which was achieved with promotional products. One in four suppliers mentioned this bandwidth. Among distributors, it was actually every second one.

.....  
**to 500,000 euros** is the most frequently mentioned turnover in the PSI

**8 out of 10**

**persons remember** a brand when they have received a branded promotional product – at least in the course of an aided survey. However, 83 per cent also remember the brand when unaided.\*

**83.9 %**

**of Dutch suppliers** operate internationally. Directly behind them are the Czechs (81.8 per cent). According to the PSI Industry Barometer 2/2016, the situation in France and Great Britain is completely different: 76.2 and 72.8 per cent of their respective business operations are nationally oriented.

\* This information was taken from the PPAI Consumer Study, published in the PPB magazine, December 2016.





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BSCI is an international, cross-industry initiative of commercial enterprises and import-oriented manufacturers with the aim of promoting socially acceptable production conditions. BSCI members undertake to accept a uniform code of conduct and to audit 70% of their suppliers for the first time within three years. This is carried out by independent audit companies which are appointed by Social Accountability International. Only 12 companies are allowed to carry out BSCI audits.



**BUSINESS SOCIAL COMPLIANCE**

**Still scope for  
further impr**







The BSCI Code of Conduct, an international cross-industry initiative of trade and import companies, aims to promote socially acceptable production conditions.



## INITIATIVE (BSCI)

# ovement



Compliance with environmental standards is also one of the objectives of the BSCI.

The implementation of the code of conduct is verified by a process of repetitive document inspections and factory inspections. This does not simply mean that a factory receives a certificate after successful auditing. Rather, a process is initiated which should lead to deficiencies being detected and permanently rectified through corrective measures. This development process should get under way throughout the entire supply chain and not only improve working and production conditions, but at the same time raise awareness of quality requirements as well as risks. This also has a positive effect on quality and delivery capacity. Through BSCI, a two-step approach towards SA8000 is created. As a first step, compliance with minimum social standards is ensured – a sound basis to obtain SA8000 certification in a second step, which, however, is not a component of BSCI.

### BSCI process as a development engine

BSCI was founded in 2003 as a non-profit organisation on the initiative of the Foreign Trade Association (FTA). Based in Brussels, the organisation is based on a platform of retail companies and associations to develop European codes of conduct and monitoring systems, which eventually became the basis for a common European social standards monitoring system. Membership in the BSCI is open to all companies and associations. BSCI was initially intended to be a sectoral solution for the retail trade, but is also open to importers and manufacturers of consumer goods. The BSCI is thus an economic initiative for companies that are committed to improving working conditions in the global supply chain. The task of BSCI is to develop and continue to implement instruments and procedures for a European programme for social standards (European Business Social Compliance Programme) for the import and retail trade. BSCI focusses on the activities of social responsibility in the supply chain of companies.

### Requirements of the BSCI Code of Conduct

The objectives are the basis of the BSCI Code of Conduct, which is based on the Conventions of the International Labour Organisation (ILO), the UN Declaration of Human Rights, UN Conventions on the Rights of Children and the Elimination of All Forms of Discrimination against Women, UN Global Compact and the OECD Guidelines for Multinational Enterprises.

- **Compliance with all applicable national laws and regulations,** industrial minimum standards, ILO and UN Conventions, and all other relevant legal requirements (the most stringent requirements shall apply).
- **Freedom of assembly and the right to collective bargaining.** In situations or countries where the right to freedom of assembly and collective bargaining is restricted by

law, alternative opportunities for independent and free organisation and negotiation must be created for workers (in accordance with ILO Conventions 87, 98, 135 and 154).

• **Prohibit any discrimination** in recruitment, remuneration, access to training, promotion, termination of employment or retirement due to sex, age, religion, race, caste, social background, disability, ethnic or national origin, nationality, membership in workers' organisations including trade unions, political opinion, sexual orientation or other personal characteristics. (In accordance with ILO conventions 100, 111, 143 and 158 and 159);

• Wages for **regular working hours**, overtime and compensation for overtime must comply with the statutory minimum wages or industry standards or exceed these. There should be no punitive measures in the form of illegal wage deductions. If statutory minimum wages or industrial minimum standards do not cover living expenses and do not provide additional disposable income, companies are encouraged to pay their employees an appropriate remuneration which cover these basic needs (in accordance with ILO Conventions 26 and 131).

• **Working hours must comply with valid national laws and industry standards.** The maximum permissible weekly working hours of the national legislation shall apply, but 48 hours may not be exceeded on a regular basis. Overtime may only be worked on a voluntary basis and must be remunerated separately. Every employee has the right to at least one free day after six consecutive working days (in accordance with ILO Conventions 1 and 14).

• Establish and **follow clear rules and procedures for ensuring occupational health and safety**, in particular with



regard to the provision and use of personal protective equipment, clean toilets and access to drinking water, and where appropriate hygienic facilities for storing food should be provided. Practices and conditions in the workplace as well as in dormitories which violate basic human rights are prohibited. In particular, young workers must not be exposed to dangerous, unsafe or harmful situations (in accordance with ILO Convention 155 and ILO Recommendations 164 and 190)

• **Prohibit child labour according to the conventions of the ILO and United Nations and/or national legislation.**



## Aims of the BSCI

- Improve social standards in supplier countries as part of corporate social responsibility in the globalised economy.
- Interface between companies, employee representatives, non-governmental organisations and other civil society groups. This includes a common, transparent monitoring system designed to convince consumers that the import and retail trade meet their social responsibilities.
- Creation of a viable, internationally applicable monitoring system aimed at assisting suppliers to comply with social standards. Member companies and associations should consider their suppliers as partners in this process. Included are all consumer goods, but the focus is initially on the areas of textiles, clothing, shoes and toys. This does not mean the replacement of established external verification systems. BSCI aims to work with other comparable systems.
- Generate economic benefits for suppliers and retail companies by avoiding multiple audits, thus saving time and money. It is assumed that compliance with social standards leads to a productivity increase and an improvement in product quality.
- BSCI is intended to be a forum for the exchange of knowledge and opinions among its members, with the aim of pooling the comprehensive knowledge and experience of the members of the initiative.





Of these different standards, the most stringent requirements are to be applied (in accordance with ILO Conventions 79, 138, 142 and 182 and Recommendation 146);

- **Compulsory labour and disciplinary measures**, for example, by depositing a bond or retaining workers' identity documents at the beginning of the employment relationship, are prohibited. The use of physical penalties as well as psychological or physical coercion and verbal abuse is prohibited (in accordance with ILO Conventions 29 and 105);

- **Protect the environment**: Procedures and standards for waste management, handling of chemicals and other hazardous substances as well as their disposal, as well as for emissions and for wastewater treatment, must meet or exceed the legal minimum requirements.

- **A management system** must ensure that the requirements of the BSCI Code of Conduct can be met. It also introduces an anti-bribery and anti-corruption policy to be followed in all business sectors. Management is responsible for the correct implementation and ongoing improvement of the implementation of the Code of Conduct.

- **New since 2014: Ethical behaviour** that obliges the par-

ticipants to collect and publish information that show the activities, progress and structures of the implementation of the standard and thus also make corruption more difficult (previously scrutinised in the audits, but not laid down as a principle).

- **New since 2014: Workers must have written employment contracts** which are in accordance with national laws and they must receive information about their rights.

### Auditing of social standards

Auditing companies accredited by Social Accountability International (SAI) and selected by BSCI are commissioned to carry out BSCI audits of social standards. When a valid SA8000 certificate is issued (currently the only certificate recognised by the BSCI), no further verification measures must be carried out. The BSCI brings together regular and associate members. Regular members include retailing, trading and manufacturing companies. They actively participate in supplier auditing and the integration of suppliers into the BSCI qualification and auditing programme. Any company, association or institution with an interest in the BSCI process, but without actively participating in it, may become associate members. Associate members are not part of the active retail supply chain.

### Consequences for non-compliance

To ensure that all member companies implement the BSCI Code of Conduct in their supply chain, the fulfilment of certain requirements is monitored. Companies participating in the BSCI undertake to integrate two thirds of their production sites in defined risk countries into the BSCI process within a certain period of time. The membership status shall terminate, inter alia, in the event of non-compliance or non-fulfilment of the obligations of a member stipulated in the BSCI rules or any other breach of the material and moral interests of the BSCI. If a supplier does not comply with the provisions of the BSCI Code of Conduct and does not agree to and implement a solution within a reasonable period of time, the BSCI member shall have the right to terminate the current production, terminate appropriate contracts, cancel future orders and/or to discontinue business relations with the supplier that violates the Code of Conduct. If an inspection reveals that the BSCI Code of Conduct has not been fully complied with, the Supplier shall immediately take the necessary corrective action. The period foreseen for the implementation of the corrective measures shall be agreed on with the auditors, but may not exceed 12 months.

### Criticism from many quarters

Noble objectives, reasonable requirements – nevertheless, BSCI is criticised in some circles by NGOs, aid, consumer

and human rights organisations. As the initiative is based on the voluntary self-commitment of the industry, BSCI is not sufficient. The EU Parliament, for example, calls for binding rules for commercial enterprises. In many respects, too, the Code is aimed at minimum standards, which often only ensure the survival of the producers. In fact, despite the BSCI, unworthy working conditions, health hazards and wage dumping are being identified. Why this may happen despite BSCI can only be speculated: poor monitoring, announced inspections by the test institutes (which are also partially criticised), lack of transparency and false documentation are also mentioned, among others, "BSCI operations inspections are not an effective way to improve the working conditions in the supply chain", says Oxfam's labour law expert Franziska Humbert. The workers interviewed during the operations inspections are often under enormous pressure and are afraid to lose their jobs if they make negative comments. Moreover, reports on these operations inspections are often not disclosed. A further cri-

ticism: Non-governmental organisations and trade unions are not members with equal rights in the BSCI. Smallholder families and workers therefore do not have any representation of interests or the possibility of appeal. Serious dealings with BSCI are therefore required; membership alone is not enough to document social responsibility along the supply chain. The best prerequisite for effective use of BSCI is the involvement of a responsible and experienced service provider accredited for BSCI audits. Intertek is a contact partner for this purpose. <



BSCI sees itself as a development engine. However, there are also critical voices that believe voluntary commitment does not go far enough.

Sources:

Bundesverband die Verbraucher Initiative e. V. Label online  
Oxfam





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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>

## Multifunctional companion

The Fit-Pro pedometer from the Kasper and Richter product range is super light and modern. Thanks to innovative 3D motion G sensor technology, this pedometer is the first to reliably count the user's steps independently of the position in which it is worn. Thus, the product can be carried in the pocket of trousers, shirt or jacket, as well as on a lanyard or necklace and key ring. More detailed information on the exceedingly extensive features of this easy-to-use pedometer are available from the manufacturer.



PSI 40511 • Clipper B. V.  
Tel +31 492 530230  
info@clippergifts.com • www.clippergifts.com  
<https://www.psiproductfinder.de/zjnmd>

## Performance and grace

New in the Clipper assortment: Contigo drinking bottles. They are BPA free, of high quality, innovative and eco conscious. Stylish, yet resilient, sleek yet strong – the perfect combination of performance and grace. Contigo bottles can be printed with logo and are available in various colours and styles and can be ordered starting from four pieces. Without printing, the delivery time is one day.



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PSI 46554 • Roly – Gor Factory  
Tel +34 968 309994  
export@gorfactory.es • www.roly.eu  
<https://www.psiproductfinder.de/zwizyt>

## Sporty and fashionable

This year Roly – Gor Factory bets for a great variety of new models, including those dedicated mainly to the practice of sports. Increasing the portfolio of technical products with a complete range of new fabrics and colours and creating a new concept of breathable, sporty and fashionable fabric. Among all these the company highlights the Interlagos model, a T-shirt with wide straps in microperforated fabric with crew neck and armholes trimmed in the same fabric. This design has breathable properties, a light touch and comfortable, and it is specially designed for personalization with transfer, vinyl or sublimation.



PSI 48898 • Promokick – b&a Vertriebs GmbH • Tel. +49 7062 97891-0  
gauger@b-und-a.com • www.promokick.de  
<https://www.psiproductfinder.de/nti4zg>

## Weighty advertising

Promokick recommends the Kickerland concrete table football – table tennis table for all football fans who would like to present their logo all year long outdoors, in any wind and weather. And this advertising is definitely bound to carry weight – that is, a weight of about 350 kilograms. The concrete equipment made in Germany out of special polymer concrete has a fine-layered playing area without pores or unevenness. In some cases, this robust playground equipment lasts for more than twenty years. Thanks to a special process, it is now possible to apply a fabric beneath the clear surface on which a logo can be printed. Resistant to vandalism and UV rays, it unfolds a lasting effect – and comes with a ten-year warranty. The supplier puts delivery time at two to three weeks.







*Die Handschrift der Werbung*



SKY grip M  
0-0125 M



You will find  
Model SKY  
on pages 4 - 7  
in the new  
uma brochure  
NEWS 2017.

Order now  
[www.uma-pen.com](http://www.uma-pen.com)

## Fitness on wheels

The Fit Wheel abs trainer from Inspirion gets athletic activity rolling and provides for a holistic workout. This gym machine is furnished with comfortable foam grips and helps strengthen the muscles in the chest, arm, shoulder and back. The handy device comes in a gift box with instructions for athletic and fitness exercises. The individual parts are easy to assemble: simply connect the two robust plastic wheels with the metal bar.



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



PSI 48207 • The Gift Groothandel B.V.  
Tel +31 226 381010  
info@thegift.nl • www.thegift.nl  
<https://www.psiproductfinder.de/mzyymz>



## Athletic performance

The Black sports bag available on order from the Dutch promotional products specialist The Gift Groothandel, which also comes in red and blue, is perfect for sports and leisure time activities. This robust travelling companion is made of Gucci nylon and has plenty of storage room in the spacious main compartment as well as practical side pockets with zippers. Thanks to its adjustable shoulder strap and two carrying handles, the bag, which also has two reflective strips for safety, is easy to transport.





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

## Sporty and individual

Practical plastic bottles for sports and leisure are available at Global Innovations. Through a cooperation with a renowned and certified partner factory in the field of plastic, customer-specific motifs or designs can be individually developed and produced. Whether there are special requirements for the cap, the plastic or the printing, Global Innovations will gladly implement your own ideas.



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**MY M&M'S®  
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**From  
230 pieces!**

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- Your logo
- Your message



**EASTER CHOCOLATE  
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PSI 46903 • SPM-Schäfer Promotion Marketing GmbH • Tel +49 2684 957011  
info@schaefer toys.de • www.schaefer toys.de  
<https://www.psiproductfinder.de/ztlhm2>

## Playful strategy training

mic o mic from SPM-Schäfer Promotion Marketing, the world-famous construction kits for young and old alike, are made of high-quality ABS plastic. The product range comprises more than thirty models on the themes of driving, flying and working. The plug-in system consists of colourful, non-slip plastic parts connected with loops and pins. Thus, fine motor skills and hand-eye coordination are fostered in a playful manner. Advertising can be applied at various places. Custom colours and packages are also available, even on orders for smaller quantities.



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>

## Fitness data servant

It is smart, has all technical refinements, and yet is very intuitive to operate: the Fitty Watch BLE 4.0 fitness watch from Kasper and Richter. The extremely bright OLED display makes for easy, clear reading. Among the features are 3D motion sensors and distance measurement, automatic training time, target settings with percent display and the time, as well as a comfortable thirty-day memory. The data are synchronized by means of an app for Android and iOS smartphones.



PSI 46311 • Troika Germany GmbH  
Tel +49 2662 9511-0  
a.bauer@troika.de • www.troika.org  
<https://www.psiproductfinder.de/mmrhyw>

## For true fans

The key ring pendant for football fans is called Free Kick. This lovingly worked designer item from Troika has everything that makes football what it is. After all, football is the most popular mass sport. A ball, a shoe and a jersey turn 2 x 45 minutes into a thrilling trial of strength. No matter whether on the lawn or the grandstand. And the key ring pendant? Always on hand, as a permanent affirmation of your favourite sport.





## Safe space

The Las Vegas vacuum mug from Giving Europe, elegantly designed in black with stainless steel appliqué, keeps beverages warm for a long time and is also easy to stow away and transport, even in small bags. The adjustable mouthpiece integrated into the cover is also practical. This keeps the contents from leaking out. Made of robust plastic and rust-proof stainless steel, this drinking vessel holds half a litre of liquid. Advertising is applied by means of laser engraving or pad printing.

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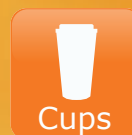


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## Noticeable and striking

Every sports jersey becomes a unique advertising ambassador when enhanced with Digiline Pro emblems. These can achieve a variety of effects, such as 3D, high-gloss coating, or Web effect either individually or in any combination. A show of prominent details, which are set off in high gloss from a matte, apparently woven base material. Full-colour digital printing enables an unlimited number of different colours and photographic details in nearly every shape and size. The minimum order quantity is fifteen.

## Waterproof thirst quencher

The 0.7- or 0.5-litre Flip-Top drinking bottles made of robust Tritan™ and break-proof stainless steel with a capacity of 0.75 litres available from Steuber are perfect for school, sports and leisure time. These drinking vessels with the upbeat design are free of BPA and thus also suitable for children. Thanks to the integrated sealing ring in the screw-on top, nothing can spill out, either.

PSI 49686 • Steuber GmbH  
Tel +49 8067 883-0  
Claudia.Michaelis@steuber.de  
www.steuber.de  
<https://www.psiproductfinder.de/mwffzd>





# erfrischendes Wasser

4

verschiedenen  
Flaschen



14

Verschlussfarben

 careconcepts

Lieferung innerhalb  
1-2 Wochen

Bereits ab  
96 Stück





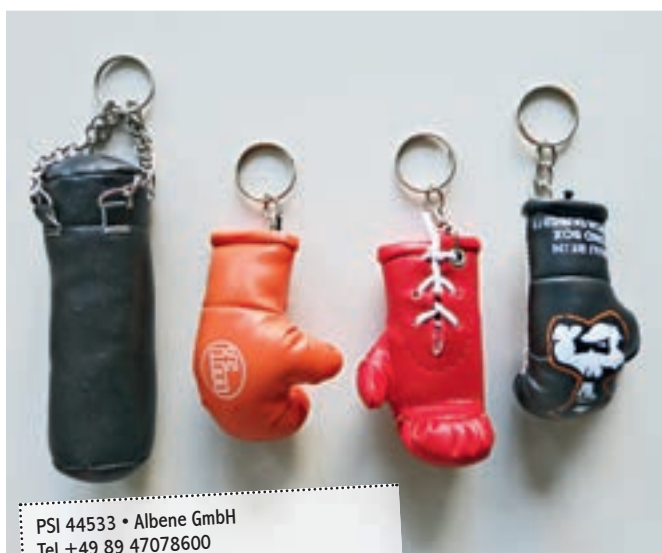
PSI 41990 • Joytex GmbH & Co. KG  
 Tel +49 2872 95060  
 info@joytex.de • www.joytex.de  
<https://www.psiproductfinder.de/zjfjmz>

## Practical and robust

The Basel T-shirt bag from Joytex is made of classic PP non-woven material. It is available in quantities of 1,000 or more, and there is a choice of thirty standard colours. Even the sizes and handle lengths can be varied as desired. More details are found in the free catalogue. The Joytex team is also available for further information over the phone.

## Lucky punch

Boxing is more popular than ever. Following this trend, Albene is offering various models of boxing gloves, from promotional to professional and in all qualities, since production is always job oriented. Classics in the promotional products sector are the mini boxing glove as a key ring pendant, or the mini boxing glove as a pair with laces for the rearview mirror in the car. On request, a matching punching bag or gym bag can also be ordered.



PSI 44533 • Albene GmbH  
 Tel +49 89 47078600  
 info@albene.de • www.albene.de  
<https://www.psiproductfinder.de/owq0od>







## New edition of a classic

The product characteristics of the cult classic speak loud and clear: the enamel mug with sandblasted "rusty look" available from Sympathie Company is not only environmentally friendly, heat resistant, food and dishwasher safe, and lightfast, but is also distinguished by its long service life. This original advertising vehicle will stay in the target group's memory for a long time, also owing to the many customizing possibilities, such as engraving, printing, and colouring, as well as an appropriate design gift with multiple uses in the immediate living environment.



## Featherweight training partner

The ultra-light HEJU Sprint silicone SmartBand from KMS Kafitz is made of soft silicone and clings so perfectly to the arm so that it can hardly be felt. Weighing a mere fourteen grams, it can be used as a pedometer and calorie counter, and also monitors sleep. When laser-engraved, a logo on the plastic tracking unit is enhanced: the size of the advertising space in fifteen by five millimetres. The band comes in in black, blue, yellow, orange, green or pink and packaged in a cardboard box with a window. The battery lasts about thirty days.

## MEINE NALGENE FLASCHE

Weithals 1 Liter – blau

### SIE HABEN DIE WAHL

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Flaschenfarbe  
Deckelfarbe



### SIE BESTIMMEN

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

## Colourful Easter greeting

emotion factory has come up with a springtime Easter greeting for the next customer campaign. A brightly coloured little bird and a lovingly drawn mandala to colour in give the six packet tags in the shape of an Easter egg a fresh note and combine the fun of colouring with an individual marketing message from the advertiser company. The set combines three high-quality fineliners made of high-quality bioplastic from Schneider with the packet tags with two motifs to colour in. The insert for the advertising message in on the back and can be individually designed.

PSI 48917 • Promo-House  
Tel +48 12 4114242  
info1@krawaty.info • www.krawaty.info  
<https://www.psiproductfinder.de/ngrmmz>

## Perfect identification

The Fun Set from Promo-House is one of the eye-catching gadgets for sports clubs and fans. Of course, the scarves and cufflinks from the product range of this Polish promotional product specialist are available with the desired logo and in the appropriate colours of the club. This way, special events, such as club anniversaries or competitions, can be shown to best effect. The Fun Sets are available on orders of fifty or more.





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SEPTEMBER 5-7  
2017



## Patriotic assortment

Thanks to Staedtler, fans can also show their pride in their school and office colours. The German assortment is characterized by black-red-golden colour accents and visually transports "Made in Germany" quality. The assortment includes a thin round as well as a three-edged jumbo pencil which can draw a "Germany line" thanks to its three-part coloured lead, and it catches the eye in a pencil case as it is painted in the national colours. The product range also includes an eraser with a large-scale Germany flag, a pencil box of the triplus series as a fineliner or a felt-tip pen. All products can be customised in numerous colours and convey team spirit as well as quality consciousness.



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>

## Fit as can be

Kalfany supplies the perfect motivation enhancer for impassioned joggers: the soft, fruity Katjes Jogger Gums in the small, lightweight eighteen-gram promotional bag are provided with marshmallows and contain twenty per cent glucose. The gums do not contain any artificial aromas or colourings. This fruit gum is loaded with energy and cuts quite an athletic figure. And the sweet little sneakers are also completely veggie.



PSI 44186 • team-d Import-Export Warenvertriebs GmbH • Tel +49 7181 989600  
psi@team-d.de • www.team-d.de  
<https://www.psiproductfinder.de/zmvhnd>

## Safe when underway

Joggers, cyclists and school children are on the safe side with the red or yellow flashing Blinky Star snap band available from team-d. The snap band can be quickly snapped around an arm or leg. The splashproof product made of 210D polyester has a reflecting imprint as well as a flashing and continuous light. A button cell battery is included.





PSI 41941 • Trendfactory B.V.  
 Tel +31 25 2622233  
 info@trendfactory.eu • www.trendfactory.eu  
<https://www.psiproductfinder.de/zjk4zj>

## Soothing deep relaxation

The Hammam ritual of the Rituals wellness brand, available from Trendfactory, provides the desired relaxation, especially after athletic activity. The Hammam is one of the oldest cleansing customs in the world. Both body and spirit are cleansed in this steam bath experience from the Orient. The rosemary and eucalyptus additives included in the Hammam set from Rituals smooth and nourish the skin. A soothing experience for body and senses.



PSI 44120 • Sport Böckmann GmbH  
 Tel +49 5494 9888-42  
 hackmann@sport-boeckmann.de  
 www.sport-boeckmann.de  
<https://www.psiproductfinder.de/ztlkzt>

## Emotional and dynamic

The Adidas Torfabrik 2016 OMB is the official ball of the German Bundesliga football league and rolls week after week through Germany's stadiums in the highest divisions. The best-selling, most widely gifted football of its kind is available from Sport Böckmann. Its striking design of comic motifs awakens emotions, excitement and dynamism. Its seamless surface, made of 100 per cent polyurethane, gives it technically optimal playing and flying characteristics.

## PAPER BAGS WITH ENDLESS POSSIBILITIES



## New company established

Several changes have been made at Klio-Eterna in the wake of recent successes: According to the company, the new klio+ product segment consisting of high-quality electronic accessories has “surpassed all expectations”. For this reason, Klio-Eterna plans to systematically expand this business segment (e.g. USB hubs, powerbanks and Bluetooth speakers). In order to drive growth even further and, at the same time, create more capacity for new ideas and innovations, the management has decided to develop the writing instruments and electronics segments as separate companies as of 1 January 2017. With Klio-Eterna, the specialists are now focussing on the topic of writing and will continue to expand the production facility in Wolfach with this segment. Operating as a think tank, the new Karlsruhe-based Klio GmbH will develop and distribute “maximally individualizable communication solutions” in the segments “Power”, “Audio”, “Office” and “Travel” in the future. As Managing Partner of Klio GmbH, Alexander Slempe and his team will ensure that the transition is smooth and the reorientation is successful. For the year 2017, the company promises “a fireworks of new product ideas”. [www.klio.com](http://www.klio.com)

# KLIO®

**Klio-Eterna**

## CI ArtWork as a new member

The promotional product company CI ArtWork has joined DIE6 Promotion Service GmbH as a new member. Rolf Römer, a qualified banker and sales specialist, is the sole managing director of the promotional product company CI ArtWork in Traben-Trarbach, which was founded in 2000. Until now, CI ArtWork has mainly focused on catalogue business which is accompanied by the online portfolio and partial advice. “The overall package of DIE6 seems to me to be the ideal basis for a successful cooperation. We can save costs and resources through the creation of a joint catalogue, and we will continue to expand our personal customer advisory services. In addition, the promotional product specialists offer an excellent Internet portfolio, from the continuously updated modern product presentation to the proprietary shop system for industry customers,” says Römer, who is optimistic about the future cooperation with DIE6. [www.die6.de](http://www.die6.de)

**DIE6 Promotion Service**



Everyone is looking forward to the future cooperation: CI ArtWork Managing Director Rolf Römer (centre), DIE6 Managing Director Holger Kapanski (left) and Chairman of the Supervisory Board, Heinrich Grübener, shortly after the official certification of the membership. Photo: DIE6

## The new catalogue is back

Hot off the press and more than just beautiful to look at, the new uma catalogue 2017/2018 is eagerly awaited by countless enthusiasts of writing instruments. The long-standing company and innovation driver from the Black Forest presents the entire world of promotional ballpoint pens on almost 250 pages: the renowned, high-quality product range, and in particular new models, new inspirations, new options. The new SKY, for instance – with its state-of-the-art design, it not only features a diverse range of colour accents, but also sits comfortably in the hand with its innovative rubber grip zone. Or how about the ELEGANCE, which in an inimitable way combines a timeless design with an immediately noticeable feeling of value? Not only are the latest uma models worth knowing and seeing, but so too are our literally multifarious finishing options which ensure that every advertising message of your customers catches the eye. All further information can be found on the website. Customers can order the new uma catalogue 2017/2018 at: [www.uma-pen.com/hauptkatalog2017](http://www.uma-pen.com/hauptkatalog2017)

**uma**







## The kangaroo continues to jump

Röhrs Werbe-Service GmbH in Düsseldorf will join Moll Logistik, WER, Koch Promotion, Austria Promotion, Presit, Hanse Promotion and Moll Promotion as the eighth business unit of the Moll Group with effect from the beginning of January 2017. "About 18 years ago, Mr. Röhrs entrusted me with his company and gave me the opportunity to leave my footprint in a fascinating industry. Now it is also time for me to pass the baton and I am delighted to be able to select the Moll Group from the many applicants as a professional and future-oriented partner," commented Röhrs Managing Director Horst Holzschneider. He will continue to serve the Moll Group in an advisory capacity as from 2017. The former Röhrs team members Ariane Lercher and Anja Korczak will be part of the team at WER GmbH. [www.roehrs-kaenguru.de](http://www.roehrs-kaenguru.de) – [moll-gruppe.com](http://moll-gruppe.com)

### Röhrs Werbe-Service

## 20th anniversary celebrated

The calendar printing house Eckenfelder celebrated its 20th anniversary last December at its new location in Wenigenlupnitz in Thuringia where together with employees and friends they drank a toast to the past years. It had all started in a home garage in the Swabian town of Mössingen. At first, Gisbert Eckenfelder, the father of today's managing directors Christof and Daniel Eckenfelder, gradually developed his own calendar products. In 1969, he founded the first small calendar company. The company grew and in 1996, the year of great changes, it moved to a new location near Eisenach in the heart of Germany. In addition, the reins of management were handed over to the two sons. The two brothers Christof and Daniel Eckenfelder took over the calendar production of their father and founded today's Eckenfelder GmbH & Co. KG. The 20th anniversary of the company has now been fittingly celebrated. [www.eckenfelder.de](http://www.eckenfelder.de)



### Eckenfelder

The two managing directors contributed to the high spirits of the celebration with their own musical interludes.

## Walz Unternehmensgruppe

## Vela integrated

With effect from 31.12.2016, the Walz Group took over Vela Promotion GmbH & Co. KG. One year ago, the management of Vela was transferred from Uwe Ellermann to Maria Hohn. However, according to the company, it was already clear at this time that VELA was too small to maintain its market position as an independent company. For this reason, both companies have agreed that from January 2017 Vela will be integrated into Walz GmbH & Co. KG. Maria Hohn will continue to oversee Vela products at Walz – from the offer through to the complete order processing. For the existing Vela customers, it is business as usual. The new contact details are:

**Walz GmbH & Co. KG · Vela Dept. / Ms Maria Hohn · Im Lehrer Feld 6  
D-89081 Ulm · Tel.: 0731 962 77-62 · Fax: 0731 962 77-44  
[info@vela.de](mailto:info@vela.de) · [www.vela.de](http://www.vela.de)**

### Walz


**FiLEREX**

Hans-Christoph Kaiser, Managing Director of FiLEREX Europe, sees the cooperation with Achilles as an “enhancement for all customers”.

## Cooperation with Achilles signed

Just in time for the PSI Trade Show and the start of 2017, FiLEREX GmbH & Co. KG in Berlin has concluded a cooperation agreement with the Achilles Group in Celle. Achilles is well-known for customised folders and high-quality packaging. In addition to the new “USB for filing”, FiLEREX also offers distributors of promotional products attractive terms for customer-specific folder projects. The new cooperation has created an attractive “PSI bonus programme” for customised folders, especially for distributors of promotional products and agencies. On request, projects involving paper and digital format can now be realised from a single source. Hans-Christoph Kaiser, Managing Director of FiLEREX Europe: “True to our mission as market leaders to offer customers many solutions and possibilities, the extension of our portfolio and working together with a leading supplier is an enhancement for all FiLEREX customers. I am very confident that our expanded portfolio will be attractive for advertisers in Germany and abroad. We would be pleased to inform interested parties on request”. FiLEREX was nominated by PSI as one of the 50 “PSI First” exhibitors and continues to position itself with innovation and creativity. Achilles boasts 13 locations in Germany and 6 locations abroad, bundling know-how with capacities and offering a comprehensive portfolio of services as well as maximum flexibility. [www.filerex.com](http://www.filerex.com)

## Jubilarians honoured

Following the challenges of last year, Rastal Managing Director Raymond Sahm-Rastal sees the company on the right track. At a celebration of deserved, long-standing employees held at the ceramics museum in Höhr-Grenzhausen on 9 December 2016, the managing partner emphasised: “Rastal is a family-run company synonymous with tradition, reliability and sustainability, quality and, above all, with innovation. Thanks to its dedicated employees, the breakthrough to new products and more effective structures has enabled the company to move forward. During the ceremony, Sahm-Rastal also thanked the jubilarians on behalf of the entire management and paid tribute to their loyalty to and identification with the company. Honouring loyal employees is and remains an important part of corporate culture. 96 jubilarians with 10, 20, 25, 30, 35 and even 40 years of service to Rastal were honoured. [www.rastal.com](http://www.rastal.com)

**Rastal**


The photo shows the jubilarians with 40 and 25 years of service as well as Raymond Sahm-Rastal and Thomas Nieraad, the managers of Rastal.





## Again among the top three

As in the past year, Faber-Castell is again among the top three brands in 2016 which, according to a consumer survey conducted by the analysis institute ServiceValue, enjoy the highest level of customer trust. Faber-Castell leads the entire ranking together with AEG and Amazon. 894 companies from 67 industries were evaluated. Carried out on behalf of the magazine "Wirtschaftswoche", the study is based on over 253,000 customer evaluations. As in the previous year, Faber-Castell is once again ranked first in the category "writing instruments". Spokeswoman for the Board, Countess Mary von Faber-Castell, is proud of the consumer recognition: "It once again shows that uncompromising quality and commitment to service as well as continuity in brand management are rewarded. Customer trust is our greatest asset which we could only achieve through many years of trustworthy teamwork. My special gratitude goes to our employees and business partners." [www.faber-castell.com](http://www.faber-castell.com)

**Faber-Castell**

## New warehouse manager

"We are pleased to welcome Christian Holl as our new warehouse manager in the Sprintis family. In the course of the investment in the new warehouse technology as well as the overhaul of the structures, Mr. Holl with his extensive know-how is a gain for our company", says Matthias Schenk, Managing Director of Sprintis. At Sprintis, Holl will be responsible for process optimisation in the warehouse and logistics area, as well as optimising quality control in this area. [www.sprintis.de](http://www.sprintis.de)

**Sprintis**



## New sales manager

Thomas Kersting has been working as the new sales manager for the logistics service at the logistics service provider ztv since the beginning of November 2016. Thomas Kersting is head of the distributor team that comprises Jessica Vossen, Anke Leverenz, Nicole Ertürk and Marcel Kreckler. He has years of experience in sales and knows exactly the special customer requirements in the logistics service sector. Contact: tel. +49 2151 529181; e-mail: [thomas.kersting@ztv-logistik.de](mailto:thomas.kersting@ztv-logistik.de) [www.ztv-logistik.de](http://www.ztv-logistik.de)

**ztv**



## Guest at TV

The experts for promotional sweets of Jung Bonbonfabrik recently welcomed a television team from "ZDF Mittagsmagazin" at their factory in in Vaihingen/Enz, Germany. For the series "Deutschland ist spitzel!", the cameramen filmed the production of Jung's "mulled wine hearts", which are now of course particularly popular in the pre-Christmas period. Jörg Dennig, managing partner of Jung Bonbonfabrik, explained the individual production steps: how a sweet is made, which ingredients are used and how they are then wrapped or offered as a promotional give-away in tins. All those who missed the programme when it was broadcasted can find it in the ZDF media library at [www.zdf.de](http://www.zdf.de). [www.jung-europe.de](http://www.jung-europe.de)

**Jung Bonbonfabrik**



Managing Director at Jung, Jörg Dennig, explains the individual production steps of the "mulled wine hearts".

The cheerful troop that have been hosting the A&O Advent Tour since 2008 had already had the first week behind them when they set up their stands at the exclusive Atrium Hotel in Mainz. 23 suppliers were on the road from 28th November to show trends and new products from the current ranges to the trade. We accompanied the troop in Mainz and Leipzig.

## Successful A&O Advent Tour 2016

# Networking featuring the goose



The pre-Christmas goose has become the hallmark of the A&O Advent Tour.

**F**rom the start in Stemmen at the edge of the Lüneburg Heath, the troop had already travelled via Gütersloh to Langenfeld in the Bergisches Land until they stopped over in the state capital on the Rhine. Spirits were high at the halfway point of the A&O Advent Tour 2016 – this was no surprise as the organizers were very satisfied with the number of visitors and the interest shown by the trade. As always, the number of visitors varies depending on the region and the location of the venue. However, this in no way hinders the success of the eight events over two weeks.

### Looking ahead to 2017

The A&O Advent Tour is quite distinctive, and even the exhibitors sometimes do not fully understand what makes the product show so attractive. It certainly has the right size



High spirits at the end of the first week of the tour.

with 23 exhibitors to present the most important developments in the different product groups to visitors in one afternoon and to conduct intensive discussions. The venues are carefully selected and the organization team headed by Joep Raanhuis consistently has a keen sense for a noble ambience combined with appropriate premises that are suitable for trade shows. In Mainz, for example, the Atrium Hotel is one of the top addresses. The trade show was well attended as many consultants from the region took the opportunity to exchange ideas with suppliers before the PSI and to get a glimpse of the trends in 2017.





Joep Raanhuis welcomed the guests on behalf of the organizers.



These two musical Santas performed an Advent serenade. Of course, incognito.



Sampling is also possible.



Others also sung along.



### Networking and meeting people

The fact that the exhibitors invite their customers to a festive evening menu with a typical seasonal goose roast after the product show makes the event particularly charming. Here people meet in a relaxed atmosphere and immediately chat with one another. It is also the declared aim of the organizers to get to know customers personally and to strengthen the basis for the joint cooperation. The A&O Advent Tour is thus always also a networking event which has won over many fans through its unique



The approaching Christmas festival was noticeable.

atmosphere and the infectiously high spirits of the exhibiting teams.

### Successful completion

This was also confirmed by part two of the tour which initially headed to Aspach (near Stuttgart), Sauerlach (near Munich) and Erlangen, and finally found a successful conclusion at the brand-new Melia Innside in Leipzig. After completing the product presentation, numerous visitors were once again given the opportunity to attend a goose dinner at which the informal and cordial atmosphere enabled the transition from a sober mercantile relationship to a trustful personal business relationship between the supplier and the distributor. This unmistakable, almost family-like character distinguishes the A&O Advent Tour with its participants from others and ultimately results in its success.



Would you like something sweet?



Advertising can also be extremely fluffy.



Delighted faces at the end of the tour.

### Drawing a positive conclusion

With about 750 visitors and 800 served dinners, the result was again impressive and confirmed the success recipe of the group of exhibitors. In addition to the welcome 'regular customers', there were also many new customers who were able to enjoy the varied mix of haptic advertising power and the subsequent culinary delights. Of the eight venues, Langenfeld and Stammen stood out with around 130 visitors each. Joep Raanhuis from the organization team is also very pleased with the results: "We are very satisfied with the entire Advent Tour! The mood among both the distributors and the exhibitors was very positive. Of course, from experience it is clear that the number of visitors in the metropolitan areas is higher. Nevertheless, we are just as satisfied with the number of visitors in the countryside and in the smaller towns. In other words, the spatial relocation of several venues has resulted in new distributor contacts and that was our intention. The weather was also great. The 'slight' overlap with 'Welcome Home' did not have an adverse effect". The dates and locations of the upcoming tour have already been planned, but all details will not be confirmed until spring. However, the promotional product trade is already looking forward to the next edition of networking featuring the goose. <



In anticipation of the goose ...



All is well that ends well!





## PSI Sustainability Awards 2017

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**Participate now.**

More information at [www.psi-awards.de](http://www.psi-awards.de)



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Under the keyword “Welcome Home”, the nine event organizers of the preview show had invited customers to four of their companies as well as to two selected venues. The result of the Tour 2016 is impressive: a total of 857 visitors attended the six events between 29 November and 8 December to look at the new products of the coming season.

## Welcome Home Tour 2016

# Being involved is always worthwhile



During the Welcome Home Tour, distributors can discover new products and get to know the respective host companies better.

The fact that the Welcome Home Tour 2016 managed to beat the previous year's result had already been anticipated by the exhibitors on the final tour day at the premises of Geiger-Notes AG in Wiesbaden: “This tour is certainly one of the most successful in recent years. We were very satisfied with the number of visitors at all venues,” says Dennis Dennig from Jung Bonbonfabrik in his assessment. This was also the message of his exhibitor colleagues after two productive but also exhausting weeks between Hamburg and Munich. The good result thus once again confirms the harmonious concept of the event which is becoming increasingly popular with the trade.

### New products and company tours

What makes the event format so appealing? “The successful mixture of new products and company tours is always interesting for many distributors. They have the opportunity to obtain information about products and to look behind the scenes of the suppliers – all on a single day,” said Jürgen Geiger. This year, too, interest in factory tours remained unabated. They show the trade how the respective products are produced, how they are finished and how the suppliers work. They are also ideal for training teams or for integrating new employees. “And as production processes are continually being further developed, there is always something new to discover,” added Geiger.





### Plenty of time for conversations

In addition to Geiger-Notes, HALFAR SYSTEM in Bielefeld, REFLECTS by LM ACCESSOIRES in Cologne, as well as JUNG BONBONFABRIK in Vaihingen an der Enz offered visitors the opportunity to look behind the scenes this year. Proven locations in Hamburg and Munich were again the starting and ending points of the product show. The Welcome Home Tour sees itself as a new product show which can provide an overview of new products and ideas to distributors and their teams in a relaxed atmosphere before the PSI. It is gladly used by everyone who cannot come to the PSI or by companies with rather small teams which cannot take all employees to the PSI. "At home", the suppliers also have a lot of time for visitors and can also hold more intensive conversations. Particularly small customers benefit from this because it is easier to find a suitable offer for them. The tour is also ideal for taking care of existing customers. The tenor of our exhibitor discussions was that the PSI could then look after new and international distributors.

### Very few industry customers attended

For the first time, distributors were also able to bring along industry customers. The organizers have thus taken account of the wishes of several customers. The offer was accepted to varying degrees at the individual locations.



**Invaluable: Sufficient time for personal consultation and fostering contacts.**

There were indeed industry customers everywhere, but relatively few distributors made use of the offer. In the case of some distributors, the notion that customers cannot be shown the entire variety of a product range and cannot fully recognize the immense potential of the industry may have played a role.

### Perfect organization

As always, the exhibitors' teams again felt very comfortable. Michael Baierl of Halfar praised his colleagues by saying: "We have received a warm welcome at all locations and our colleagues have looked after us very nicely. The organization was also perfect, everything worked out wonderfully."

<



**For us on the red sofa: Geiger-Notes Managing Director Jürgen Geiger and Marketing Manager Heike Lübeck.**



The calendar is a classic among promotional products. As the most effective time management tool, **it is the focus of the user throughout the year** and is thus **perfectly suited as a promotional messenger.** But attractive packaging also draws attention.





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>

## Puristic luxury good

Wood and gold, valuable and versatile materials, are blended in the Diamond from e+m Holzprodukte into an attractive, simply designed writing utensil. The new ballpoint pen with its unique shape and glamorous appearance ranks right up there in the list of extraordinary objects. This piece of jewellery is available for the desk in dark walnut or light sycamore. It is customized by means of printing or laser engraving on the pen.



PSI 48207 • The Gift Groothandel B.V.  
Tel +31 226 381010  
info@thegift.nl • www.thegift.nl  
<https://www.psiproductfinder.de/mzyymz>

## Ecological scope

With its carrying bag made entirely of recycled material from Europe, The Gift Groothandel in the Netherlands is putting its trust in the idea of environmental awareness. Ecology is in, when users carry the bag around town, with its strong handles and luxurious look, and large space for advertising. This spacious means of transport comes in grey, brown and black. More detailed information is available from The Gift Groothandel.

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

[www.youtube.com](http://www.youtube.com)  
Hoechstmass Balzer - Messefilm



PSI 45974 • Multiflower GmbH  
Tel +49 6226 92798-0  
info@multiflower.de • www.multiflower.de  
<https://www.psiproductfinder.de/nzq2zj>

## Bunny with growth potential

Grazing bunny: Multiflower promises an effective green advertising message through its metal can with a lawn Easter nest shaped like a bunny. To bring the advertising message to life, the user simply needs to open the can and sow the contents according to the directions. A green growing bunny can then be seen after only a few days. A customer-specific logo of the growth pattern is possible on orders of 1,000 or more. A promotional imprint on the lid sticker or a customer-specific design can be had on orders of 250 or more.

## Four at a glance

The super 1 quadro and super 2 quadro four-month calendars made of FSC® certified paper and cardboard from sustainably managed forests offer plenty of room for advertising and a large planning space at a glance. Both types of calendar come in more than 35 languages as a standard feature, and have a back made of bright white, triple-coated chromo cardboard to lay flat on the wall. Four separate calendar blocks with fine perforated lines make it easy to tear off the pages cleanly.

PSI 41308 • terminic GmbH  
Tel +49 421 87145-77  
info@terminic.eu • www.terminic.eu  
<https://www.psiproductfinder.de/yjy1y2>



PSI 49402 • Polskie Karty Sp z o.o.  
Tel +48 12 4151145  
info@plasticcards.zone  
www.plasticcards.zone  
<https://www.psiproductfinder.de/yjkyym>

## Focus on 365 days

Anyone looking for a practical, compact give-away in the calendar segment will find the right solution in the small, credit-card shaped pocket calendar from Polskie Karty. This small, original annual planner fits into every small pocket or wallet. Of course, these useful give-aways come in a wide variety of designs, for instance, with matte or glossy surface, single or multiple colours, modern, elegant, or with a traditional look – as desired.





## Fold-up advertising

The flyer from Umbum is interactive because it has a special feature that takes a playful approach to the advertising medium. This flyer, which can be universally used as a product brochure, mailing enhancer, haptic sales aid, invitation or Christmas card, can be folded. This multiplies the advertising effect many times over. In addition, this high-quality, interactive folding flyer can be customized in many ways by adapting size, colours, graphics, surface, and logo to match the respective corporate design.



## Creative family year

Starting now, the word at Walter Medien is to get out the hot glue gun and plenty of felt. Selbstgemacht (self-made), the new calendar, has lots of creative fun in store for the whole family. The varied craft ideas are presented in step-by-step photos and instructions on the front and back of the monthly pages. The calendar area has room for the family's appointments and hand-drawn illustration round off the design.



PSI 50967 • Römer Drinks  
Tel +49 6541 81290  
info@roemer-drinks.de • www.roemer-drinks.de  
<https://www.psiproductfinder.de/zjq3zt>

## Abracadabra package

Römer Drinks is presenting wine presents with a certain extra something in its Rackpack® brand premium wine packages. Only a few simple steps are needed to turn a wine box into a high-quality, chic shelf with room for three, six or twelve bottles of wine. Other Rackpack® models reveal a second identity by turning a wine box into a lamp, tray, robot, champagne cooler or a cheese board. Römer is the exclusive distribution partner of the Dutch brand. All products can be customized with laser engraving or screen printing.

## Compact pool of contacts

The NFC business cards bizy.Cards® from the manufacturer of the same name combine innovation and tradition in networking. They are printed on high-quality paper and meet the highest haptic requirements. Held to a NFC-enabled terminal, the contact on the integrated memory chip wanders wirelessly into the telephone book. Or the GPS coordinates of the hotel or bar are displayed in the navigation app. By linking with the bizy.Cards® cloud service, accesses to the stored data can be evaluated and the effectiveness of the business card measured.



PSI 49901 • bizy.Cards  
Tel +49 89 12035103  
welcome@bizy.cards • www.bizy.cards  
<https://www.psiproductfinder.de/mdmwj>

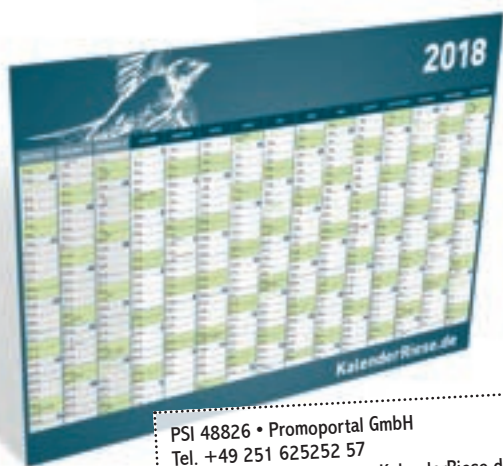


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Hanbückers Werbung GmbH  
Tel +49 2173 10944-0  
info@dmfgw.de • www.dmfgw.de  
<https://www.psiproductfinder.de/n2ewyt>

## Blue Angel

PSI distributors and suppliers are engaging in self-promotion by using the postage-optimized inpoka® folding wall planner as an environmentally friendly addition to catalogue shipment or separate campaign mailing, folded from A1 to A4 or C1 to C4 size. Starting immediately, planners and envelopes with the new “Blue Angel for printed material” can be ordered at special terms from Hanbückers Werbung, with a calendar showing 12, 16 or 18 months. They are 2/0, 4/0 or 4/4 colour printed.





PSI 48826 • Promoportal GmbH  
Tel. +49 251 625252 57  
kr@promoportal.de • www.KalenderRiese.de  
<https://www.psiproductfinder.de/ota0md>

## The early bird

The poster calendars for 2018 in the KalenderRiese.de product range can be given a customized graphic design. The Early bird 3+12 version, with a calendar from September 2017 to the end of 2018, can be placed as an effective promotional product long before the end of the year. Depending on the version, up to sixteen months are visible at once. The calendars can be optionally finished so as to be rewritable. Rolling, creasing and sending can be done as requested. The early order campaign ends on 30 June 2017.



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

## Looks like suede

Bühring makes loose-leafs for calendar inserts or notepaper such as the leather "Hunt" organizer shown here. They are produced in India on a project-specific basis. This gives customers an opportunity to have the design individually modified and to choose the leather from a wide range of surfaces and colours. At present, the trend is towards the full-grain cowhide "Hunting Leather" that looks similar to suede and is very pleasant to touch. Blind embossing turns dark on this leather and shows up particularly well. When used, the hunting leather develops an interesting vintage look. The Indian supplier partner has been certified by SGS in accordance with SA 8000 since 2014. The delivery time for smaller quantities amounts to about six weeks after release of sample and logo.



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Halfar System GmbH | D-33719 Bielefeld | Germany  
Telefon: +49 (0) 521 / 98 244-0 | [www.halfar.com](http://www.halfar.com)

## Varied outlook

The 360 round and cube calendars on order from Dragon Gifts are magnetic and provide a perfect overview on the refrigerator door or magnet board. Magnetic 360 Round has three blocks, each with a magnet on top and bottom, which enables the four-colour advertising message printed on the top of each cube to be displayed to best effect. The three plastic cubes of the Magnetic Puzzle Calendar can also be variably displayed thanks to the magnets integrated in the top and bottom.



PSI 49304 • Dragon Gifts Ltd.  
Tel +7 922 2288684  
info@dragon-gifts.eu • www.dragon-gifts.eu  
<https://www.psiproductfinder.de/yne4nz>



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

## Original surprise

Sale in the Czech Republic has come up with an original niche idea: a gift box, perfectly suited, for instance, for food for small dogs. After all, the surprise for man's best friend should be showcased accordingly. Even the luxurious appearance of the gift box designed in light brown with black Petit lettering is impressive. The inside of the box conceals a luxurious packaging in black with a red handle. By gently pulling the easy to open box, the desired content is unveiled in an attention-grabbing way and splendidly showcased.

## Compact storehouse of ideas

Pocket from Giving Europe is the best item for writing down and collecting all notes and ideas. This notebook, designed in practical A6 size and also available with lined paper, has a rubber band to always keep the little book together. The rubber band can also be used as a bookmark. The robust plastic cover comes in black, white, blue, yellow, orange, red, pink, light blue, violet, light green and silver. Advertising can be applied by means of pad or screen printing.



PSI 45737 • Giving Europe GmbH  
Tel +49 421 59659732  
nicolakoehler@givingeurope.de  
www.givingeurope.de  
<https://www.psiproductfinder.de/nda1nt>





PSI 41430 • Eckenfelder GmbH & Co. KG  
 Tel +49 36920 841-0  
 info@eckenfelder.de • www.eckenfelder.de  
<https://www.psiproductfinder.de/zgmk2>

## Successful “Junior” series

Eckenfelder has been printing calendars in Germany for 47 years. Despite all the electronic alternatives, Eckenfelder still recommends printed calendars. They hang in nearly every office, 365 days a year, always in view of customers. The successful “Junior” series is an Eckenfelder bestseller – not least because its good price-performance ratio is convincing. It can be folded up and is thus cheaper to mail in Germany as a “Maxibrief” (large letter). The microperforations allow the monthly calendar sheets to tear off neatly. Of course, the Junior series is manufactured in an environmentally compatible manner from FSC-certified paper – as are all calendars from Eckenfelder.



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

## Individual appearance

R3D in Portugal supplies a wide variety of packaging solutions for the promotional product sector. Apart from original packages with air pockets, these also include a number of other models to protect against thermal effects or moisture and mould. In addition, R3D supports the environment and therefore supplies only products that can be fully recycled. There is a wide choice of different kinds of packages as well as various colours and finishing, up to and including customer-specific customisation.



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Tel +49 2566 2090  
klaus.gillmann@venceremos-gmbh.de  
www.werbemittelauspapier.de  
<https://www.psiproductfinder.de/mtjmow>

## Informative students' diary

Venceremos is presenting the A5 size new students diary for 2017-2018 with rounded corners as a flex-cover book. Five standard motifs are on offer for the book cover. Of course, individual covers can also be designed on request. The calendar portion contains 192 pages from the end of June 2017 to the end of 2018. The integrated information pages have room for personal data, the calendar itself, four schedules, grade overview, school vacations, irregular English verbs, geometry, units of weight and measure, a page of notes for each week, a map with and data/information on Europe, a map with data/information on the Federal Republic of Germany, table of distances, mailing addresses, birthday calendar, contacts and notes. Thanks to high-quality thread stitching, the calendar stays open when you lay it down.



PSI 49095 • GPS Group Spa  
Tel +39 0445 599650  
info@gpsbags.com • www.gpsbags.com  
<https://www.psiproductfinder.de/mjgyyt>

## Clean entrance

Matù is an original solution for carrying shoes – but not only that. Matù, available from the Italian GPS Group, also functions simultaneously as a doormat, keeping the dirt from the street outside all the time! Customized with advertising, this product is an eye-catcher, especially when carried casually over the shoulder. Practical, original and guaranteed to attract attention – a striking entrance to pristinely communicate strong brands.



## Stylistically confident covering

Not infrequently, the type of package decides whether a marketing campaign is a success or a failure. With the Bigso Box from the Swedish promotional products specialist Bigso, customers are given versatile, customized packaging solutions enabling them to implement their brand communication measures with the appropriate confidence regarding style. Along with different packages, there is also a choice of various ways of customization. More information is available on request.

PSI 49021 • Bigso AB  
Tel +46 481 42500  
info@bigso.se • www.bigso.se  
<https://www.psiproductfinder.de/nmuzyt>





PSI 41816 • Nestler-matho GmbH & Co. KG

On request, Nestler-matho also has individual slipcases for many products up their sleeves. The slipcases are perfectly adapted to the Nestler-matho product packages and give the high-quality lifestyle products an even more valuable look. A customer logo or any desired image can be printed on them in two different size classes on orders of 100 or more.



# Süße Ostern 2017



## Feinste Werbe-Schokoladen und viele weitere Süßwaren



**Kaiserstuhl Chocolaterie GmbH & Co. KG**

Ersteiner Str. 10a | 79346 Endingen

Tel. +49 (0) 7642 90 00 90  
Fax +49 (0) 7642 90 00 23  
info@kaiserstuhl-chocolaterie.de  
www.kaiserstuhl-chocolaterie.de



It is one of the success stories that read like a modern fairytale – and yet are true. It is the story of REDA, the Czech supplier of promotional products and corresponding printing technologies. It shows that a great deal can be achieved from innovative ideas, even with few technical possibilities to begin with.

**From a home garage to a major player**

# Mission: Leading position



REDA has been exhibiting at PSI for twelve years – always looking for trends.

**U**t all started in Brno a quarter of a century ago. Two neighbours, Zdeněk Trpělka, a medical professional, and Pavel Hofmann, a civil engineer, decided to establish the company REDAP (Reklamní Dárkové Předměty, in English: promotional and gift products) with an old pad printing machine in a home garage. The Czechs, who today say confidently “We are the prime example of a story that began during the democratic reforms in Central and Eastern Europe”, soon found great support in Zdeněk’s brother Libor and a long-time friend, Jaromír Minář, both mechanical engineers. At that time, the young Czechoslovak market was hungry for printed products. Looking back to the company’s beginnings: “We supplied them using only this single pad printing machine.” The home garage soon became too small. The thriving business demanded larger premises. And that was by no means

the only challenge in those days. It was also necessary to hire the first employees. Under the current name REDA, the company was among the first importers of writing instruments. However, it did not stop with these products. In the mid-1990s, the range was extended. “We started importing products from the Far East. At the same time, we expanded our printing capacities and added techniques such as screen printing and transfer printing, embroidery and laser engraving.” With a view to the Far East, the Czechs call their first business trip to Asia and the establishment of a subsidiary in China the first milestones of their business. In late 2000’s, the Board was reinforced by new members, Milan Walter and Gaetan Frieze, who gave the company strong international direction. So, current shareholders of REDA are Zdeněk Trpělka, Jaromír Minář, Milan Walter and Gaetan Frieze.

## All under one roof

By its own account, REDA is one of the top players in the European market for promotional products. As a promotional product all-rounder, the company covers a broad spectrum. The primary focus is on ceramic and porcelain vessels, writing instruments, umbrellas and a large range of promotional bags. To this end, REDA offers corresponding technologies for ceramic, porcelain and glass products: firing, screen printing, pad printing and sandblasting. In addition, the Czechs count fully automated pad printing and laser engraving on writing instruments among their specialties. “We produce our own patented writing instruments. And our graphic studio develops products with their own, unique design”, is the word from Brno. REDA sees comprehensive service from a single source as the



biggest added value: From order intake to printing right up to the dispatch of the complete order, everything takes place under one roof.

### Standstill would be a step backwards

REDA offers its distributors a whole range of benefits. The company stocks over 2,500 catalogue items, thus guaranteeing short delivery times. In addition, there is a wide variety of printing processes, competitive prices, attractive offers and even marketing support. And this ranges from catalogues which can be customised, through to samples as well as neutral websites. And from the point of view of the Czechs, this spectrum is also necessary because "the market has become increasingly faster in recent years. We would like to further expand our well-established European distributor network." Standstill would be a step backwards. That is why REDA keeps a constant eye on developments in printing technology, product trends and e-commerce. This by no means involves only observing, but also active implementation. The Excursion catalogue appears each year with numerous new products, the machine park is continually modernised, and new logistics routes are developed. This service and product range is part of the extremely challenging REDA mission: "We want to be the first choice for our customers by delivering high-quality products quickly, and to be among the top players of the promotional product sector. We are proud of the quality of our work that makes us a successful, innovative, dynamic and flexible company."

### Corporate philosophy is called FORCE

The company management is aware of the fact that one thing is particularly important for success: passionate employees, who are REDA's biggest asset. It is no coincidence that this is reflected in the company's values. REDA calls this "FORCE", and this word says it all. It is composed of the initial letters of five essential terms: Fairness, Openness, Respect, Cooperation and Esteem. In the implementation process, this means for REDA that employees, suppliers, customers and business partners are always treated in accordance with the ethical code of conduct. "Our actions determine how we are seen as a model for others." In addition, REDA cultivates an open dialogue which always finds understanding ears. "This openness supports our shared understanding. It has thus become an inseparable part of our corporate culture." REDA attaches great importance to open communication and respect. "We gladly welcome every opinion." Accepting different views, looking for compromises: REDA is convinced that common goals can only be achieved through constructive cooperation. Common goals are satisfaction and company growth. Innovative concepts, new ideas and accomplished work – the input and output of employees is recognized at REDA.



In addition, one thing is particularly important to the company management: "We preserve the spirit of a family business." First and foremost, this means personal contact and, just as importantly, timely solutions for individual inquiries. Decisive steps that should lead the Czechs to where they see themselves in the future: "REDA will occupy a strong position in the European promotional product market. With consistently high service quality for our customers, we will become a top-notch company." The newly built printing shop and larger warehouse provide workplaces for 250 employees.

**Modern technical and technological equipment is standard at REDA.**

### Social responsibility

Despite their growth, the management team also emphasise their social responsibility at all times. And for REDA, this goes far beyond the responsibility it bears as a major employer and importer. For instance, the company supports a children's hospital. Great importance is also attached to its commitment to environmental protection, either through participation in a reforestation programme or financial support to preserve endangered species. REDA has a mission in every respect.

**Comprehensive product range: The Excursion catalogue appears each year with numerous new products.**



Ernst Doppler founded an umbrella factory in Braunau on the Inn river in 1946. His passion for high-quality products and solid craftsmanship laid the foundation for a company that is now one of the leading manufacturers of sunshades and umbrellas and has enjoyed international successes.

**Seventy years of handicraft from Austria**

# Elegant companions in any weather



The name doppler has been a name with a familiar sound for more than seventy years. The name is recognized and appealing not only in the closely-knit group of umbrella manufacturers, but also among the general public. For four generations, this family enterprise has represented quality and craftsmanship "Made in Austria". When the company was founded in 1946, it only produced umbrellas. Then sunshades, seat cushions and garden furniture were gradually added. The compa-



On request, the packaging can also be customised.



ny's success, however, is based on solid constants: since its founding, doppler has stood for fashionable products, high quality and a cost-benefit ratio in line with market requirements.

### Tradition – innovation

At the same time, the world never stands still for doppler. Whether it be new technical components, top materials or modern designs – for doppler, innovation means forging ahead with a keen awareness of tradition. Production facilities in Austria, the Czech Republic, Slovakia and Asia make this regional company an international operation. One thing has not changed, though: whether it be umbrellas, sunshades or seat cushions, products from doppler are elegant companions in any weather. "Our international structures guarantee our customers an outstanding price/performance ratio. Our production facilities in four countries offer optimum flexibility and make us a pioneer in the production of quality umbrellas. International synergies and personal care go hand in hand at doppler: from the field service to the back office, our customers enjoy very special treatment. This is because partnership, professional service and responsible action have been the foundations of our success since 1946," explains Hermann Würflingsdobler, Managing Director and owner of the company which has been owner-managed since it was founded.



### Elegant individual items

Products from doppler give people an accompaniment to the elements of nature – in sun, rain and wind. Quality, innovation and customer orientation are combined at doppler with the highest level of craftsmanship. Umbrellas and sunshades made by hand at the doppler factory are unique personal items and elegant companions. Each and every one of these sought-after accessories tells its own personal story

of exclusive materials, Italian designers, the best wood in the world, traditional handicraft from Austria, and above all, the exquisite taste of its owner. "Umbrellas used to be handed down from generation to generation. We would like to revive this tradition with our high-quality doppler umbrellas," says Hermann Würflingsdobler. The company's collection features a broad range of products: timeless classics, wedding umbrellas, umbrellas for traditional costumes, as well as extravagant models with genuine silver handles and eccentric trendy umbrellas for haute couture catwalks.

### Ideal companions for every weather

doppler offers the ideal companions for wind and weather of any kind. The practical collapsible umbrellas from doppler and Knirps come in a large variety of models.



Not only looks elegant: the practical pocket umbrellas from doppler and Knirps come in many different models.

doppler

H. Würflingsdobler GmbH · A.-Kolping-Str. 3 · D-84359 Simbach am Inn · Tel. +49 8571 9122-0  
Fax +49 8571 9122-321 · office@dopplerschirme.com · www.dopplerschirme.com

Anything customers may desire is available, from reliable manual-automatic to intelligent automatic opening and closing mechanisms, right up to the lightest pocket umbrellas weighing only 140 grams. For decades, doppler has been convincing its customers with quality and variety in the areas of full-length, double and golf umbrellas. Specials like the Knirps Technik series or the doppler Carbonsteel products show that the company has always been a pioneer when it comes to innovations and fulfils its customers' needs.

### Numerous kinds of finishing

Whatever one's taste may be – whether for ladies or gentlemen – an umbrella from doppler presents the advertising company in the best possible manner no matter what the weather. Thanks to a wide variety of different kinds of finishing, exclusive designs and handles, the advertising message is elegantly communicated and thus makes the umbrella one of a kind. On request, doppler finishes its umbrellas with embroidery, printing or engraving, among other things. In addition, there are many other kinds of finishing with details such as inside printing, sublimation, reflecting print, all-over print, heat stamp, wind valve, wet look, silicone label, rubber label, sewn-in labels, tags, magic rain sign, reflecting tips, double cover, reflecting edge binding, badges on the shaft, engraving on the handle, 3D stickers on the handle, printing on the handle, and various types of handle.



Each and every part of a doppler umbrella feature the craftsmanship of more than 70 years' experience.

### Individually designed packaging

Thanks to this customising, every umbrella is one of a kind and an ideal promotional product. As a gift on special occasions, you can be sure of gaining the attention of customers or employees. The value of each umbrella is enhanced by elegant, individually designed packaging. There is a choice of various gift wraps for the doppler, Bugatti, and Knirps brands, in a traditional, plain design, or adapted to the specific company and brand, as desired. Here, too, there are no restrictions on customers' wishes. And the umbrella experts also offer comprehensive advice on the right way to apply advertising.

### Extraordinary public image

In this way, the "individual umbrellas" from doppler guarantee an extraordinary public image for every brand, every logo and every message. On request, the company will produce its products in limited series, as custom-made products or standard umbrellas in large quantities, as well. Time-tested service and short delivery periods enable customers to hold their personal promotional umbrella in their hands after waiting for only a very short time. For this purpose, doppler offers miniature models (small, collapsible and flexible), full-length umbrellas (traditional, robust and timeless), as well as golf umbrellas (full-length, extra-large umbrellas). For those who would rather score promotional points in the sunshine, doppler has "individual garden parasols" in its range. Here, too, the company offers its customers a varied product range in different sizes, shapes and qualities – from high-quality aluminium umbrellas "Made in Austria" up to the Basic umbrella.



The products from doppler are elegant companions in any weather.



© promoswiss.ch



werbeartikel fachmesse

**Heustadl-Dinner  
Promoswiss Night  
Promo Swiss Awards**

**9. März 2017  
AlpenRock Dietikon  
[www.psf-forum.ch](http://www.psf-forum.ch)**



## Die einzige Werbeartikel-Fachmesse der Schweiz

A photograph of a trade show exhibition hall. Several white-clothed tables are set up, displaying various promotional items like pens, notebooks, and small electronic devices. People are seen interacting at the booths. The background shows a rustic stone wall and more exhibition space.

Für Hersteller und Lieferanten  
die den **Umsatz in der Schweiz ankurbeln** wollen.  
Reservieren Sie Ihren Stand unter: [psf-forum.ch/anmeldung-preise](http://psf-forum.ch/anmeldung-preise)

Für Werbeartikel-Händler die über **Neuheiten und Trends**  
auf dem Schweizer Werbeartikelmarkt informiert sein wollen.  
Melden Sie sich als Besucher an unter: [psf-forum.ch/anmeldung](http://psf-forum.ch/anmeldung)

Headquartered in Cologne, CSW GmbH has been offering a broad assortment and various versions of lead and coloured pencils in the promotional product market for a quarter of a century. Shortly before the company celebrated its “silver” anniversary, it refreshed its assortment once again.

## Lead and coloured pencils

# Assortment refreshed



New to the range: round and triangular carpentry pencils.

The abbreviation CSW stands for “Colonia Schreibgeräte und Werbemittel”. At the company premises in Cologne Lindenthal, offices, production and warehouse are bundled under one roof. From here, company founder and managing director Ralf Meutgens and his team manage the portfolio of the comprehensive full-service package, including logistics. It is the good team-

work between Ralf Meutgens and the long-standing employees Karin Weidemann and Ali Yigit which makes a significant contribution to the fact that CSW enjoys a good reputation among its customers today. “Especially long-standing regular customers value our service and good cooperation,” says Ralf Meutgens.

### Versatile and individual

“We offer promotional products which contribute towards promoting a company’s brand recognition and identification as an important tool for brand and company communication. Our elaborate range with timeless design and a long service life is as diverse and individual as our customers’ wishes which we gladly try to fulfil,” says Meutgens when outlining the philosophy of CSW, and adds: “Anyone who knows Cologne will be familiar with the different product names of our ballpoint pens. Our first proprietary model, the Colonius twist ballpoint pen, was designed in 2009. Another self-creation is the ballpoint pen called ‘Agrippina’. Colonia in the company name is taken here literally. And a smiling sun stands for the cheerful Cologne tradition and at the same time for the local connection.”

### New to the product range: Carpentry pencils

The assortment now includes a wide collection of pencils and coloured pencils in various designs. The pencils are mainly produced in Europe. Currently, CSW has over 500,000 pencils in stock. Entirely new to the range are round and triangular carpentry pencils. Thanks to the in-house printing shop, delivery times within 24 hours “including one-colour printing” are possible. “We realize any labelling requirements with flexibility for small and large quantities. In addition, our service includes prepress and graphic visualisation of end products,” says Meutgens when commenting on the service which comes from “a single source”. The employees provide comprehensive service and advice at [weidemann@csw-gmbh.de](mailto:weidemann@csw-gmbh.de) and [yigit@csw-gmbh.de](mailto:yigit@csw-gmbh.de).



Managing Director  
Ralf Meutgens in action.

CSW GmbH

Dürener Strasse 63 · D- 50931 Köln · Tel +49 221 9523688 · [info@csw-gmbh.de](mailto:info@csw-gmbh.de) · [www.csw-gmbh.de](http://www.csw-gmbh.de)



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

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## Easter surprise

A small but nifty Easter surprise is promised by the **“Sweet Easter” door hanger** from Multiflower. This sweet milk chocolate bunny will be sure to bring a smile to the faces of guests who find it at their door. Space for printed advertising is found on the standard motif. A custom design for the door hanger is available on orders of 250 or more.

PSI 45974 • Multiflower GmbH • Tel +49 6226 92798-0  
info@multiflower.de • www.multiflower.de  
[www.psiproductfinder.de/nzq2zj](http://www.psiproductfinder.de/nzq2zj)



## Airborne advertising

Customised objects according to individual customer requirements, which are implemented as small, customised **3D puzzle models** made of sturdy cardboard, are the specialty of Umbum. The products are environmentally friendly, detailed and are ideal as giveaways. In addition to custom-made products, there are numerous standard products, such as the Flieger Light, which can be customized by adapting colours, logos or graphics. The Flieger Light is supplied as a cardboard sheet in a plastic cover, the packaging of which can also be individually designed.

PSI 49501 • DIESER GmbH & Co. KG • Tel +49 40 64225960  
info@umbum.de • www.umbum.de  
<https://www.psiproductfinder.de/mze0ot>



## Ready for use in one easy step

If you are constantly annoyed with lost caps on your USB stick, the **Goodram SL2** from Wilk Elektronik now offers a practical and safe solution. The stick is ready for use at the workplace as well as in everyday life and is characterized by an interesting opening system without the risk of losing a cap. The USB port is housed in a simple, classic case. The high-quality components guarantee stable, fast work. The Goodram SL2 is available from 8 to 128 gigabytes.

PSI 47688 • Wilk Elektronik S.A. • Tel +48 32 7369000  
sales@wilk.com.pl • www.goodram.com  
<https://www.psiproductfinder.de/ztezmz>



## Eye-catching and promotionally effective

No matter whether the customer decides to choose a rather cheap or an elaborate and brightly designed advertising space: there are a number of **attention-grabbing advertising banners** at Roll-Up.Bayern, the manufacturer of trade show counters, roll-ups, beach flags and individual product presentations. When it comes to the roll-up budget: It doesn't get any cheaper. Roll-Up Carbon, on the other hand, could hardly be more striking. It is available with an aluminium housing and 80 x 200 cm or 100 x 200 centimetre large area when rolled out, printable if desired, and with a transport bag. The housing can be coated in any desired RAL colour and with a four-colour printed promotional strip in the housing.

PSI 49862 • Roll-Up.Bayern • Tel +49 8282 8900960  
info@roll-up.bayern • www.roll-up.bayern  
<https://www.psiproductfinder.de/n2uwy2>

# G-tag.

Erfunden,  
um zu finden.



## Das smarte Give-Away

- Bluetooth 4.0 Beacon mit Cloud Funktion
- Der Schlüssel- & Dingefinder mit Smartphone App
- Hoher Werbeeffect durch tägliche Nutzung
- Batterie austauschbar, kein Wegwerfprodukt

**In 5 Farben. Individuell mit Logo bedruckbar.**



G-tag ist ein Qualitätsprodukt aus dem Hause Gigaset. Designed, entwickelt und produziert in Deutschland mit App und Cloud nach deutschen Datensicherheitsstandards.

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

# Gigaset

Wherever you go.

## Activities always in view

The **Smart-Fit fitness tracker** from Kasper & Richter possesses all the technical refinements of a fitness strap and monitors the activities of the wearer even during sleep. The smart activity tracker in a watch design can be worn either on a wristband on the wrist or without a wristband in the pocket. It is controlled by a free app for Android and IOS and shows inter alia steps taken, distance covered and calories burned as well as time with date, sleep quality, incoming calls and an alarm time. The battery runtime is approximately 14 days.

PSI 40043 • Kasper & Richter GmbH & Co. KG • Tel +49 9131 506550  
info@kasper-richter.de • www.kasper-richter.de  
<https://www.psiproductfinder.de/nteynt>



## Threefold is simply better

The cool **HEJU Sambesi power tubes** from KMS Kafits turn out to be threefold whizzes: the speakers and powerbank are combined with an integrated mobile phone holder. These smart promotional products made of matte plastic come in black, white, green and blue. The powerbank has a capacity of 4,000 mAh and can thus provide any smartphone with battery power while the music is playing; this is enough for a whole day with a socket. The handy device is extremely lightweight, weighing only 140 grams. There is a 35 x 9 mm advertising space for screen or pad printing.

PSI 48108 • KMS Kafitz Medienservice GmbH  
Tel +49 2234 9908460 • rk@kms.eu • www.kms.eu  
<https://www.psiproductfinder.de/nzezmw>



## 3-D effect makes an impression

The Polish company Emidas has years of experience in making **doming stickers**. In-house machinery guarantees the best quality, short delivery times and reasonable prices. Emidas encourages anyone interested to familiarize themselves with the detailed offers of a company that has already been able to satisfy large numbers of customers. Doming stickers are impressive and elegant way to mark products, machinery and vehicles. They are widely used in advertising, automotive and other industries. Emidas produces stickers in variety of printing techniques, shapes and sizes.

PSI 49878 • Emidas • Tel +34 392 3010  
info@emidas.pl • www.emidas.pl  
<https://www.psiproductfinder.de/zdg2md>





## Comfort on the go

With the latest **travel accessories** from Tucano, not only are business travellers always comfortable on the go. The various components of the collection are perfectly matched to each other and guarantee comfort and convenience on every trip. Colourful, brilliant and made of high-tech materials, they are part of the classic equipment for tourists and business travellers alike. Cushions, organisers, bags made of high-quality materials for transfer from one airport to another and many other products guarantee a pleasant and organised trip.

PSI 43991 • Tucano Srl • Tel +39 02 2520101  
morelli@tucano.it • www.tucano.com  
<https://www.psiproductfinder.de/nmnkyl>

## Fit for everyday life

Accurate, multifunctional and always a reliable partner when travelling: this is the **fitness wristband** from Swiss Peak available at Xindao with a clearly readable display. By means of the free Swiss Peak App and thanks to the Bluetooth 4.1 module, the Activity Tracker makes the steps completed transparent, measuring the burnt calories as well as the heart rate. Fully charged, the recharge time in operation is specified to be about five days. The comfortable wristband is splash-proof and sweat absorbing.

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





## The lion in the grinder

As the trademark of all Peugeot grinders, the lion symbolizes their quality: powerful teeth, supple blades, fast, precise cutting, and all this permanently without quality loss. Spices such as pepper and coarse salt are not only crushed by **the perfectly tuned grinders** but are gently ground. The head of the pepper and salt grinders (40 cm in size, black lacquered) has a knob which can be used to adjust the degree of grinding from very fine to extra coarse. It is not without reason that Peugeot grants a warranty of 25 years in Germany.

PSI 48500 • Peugeot - PSP Deutschland GmbH • Tel +49 2556 902110  
 pspdeutschland@psp-peugeot.com • www.psp-peugeot.de  
<https://www.psiproductfinder.de/zgyymz>



## Message remains attached

**The individualised polyresin magnets** from Chaps Merchandising ensure that logos and advertising messages stick in the truest sense of the word – at least on all appropriate surfaces. Magnets are an absolute eye-catcher in nearly all shapes, sizes and colours. Due to the customisable motifs, these practical magnets are perfectly suited as exceptional promotional vehicles for all sectors. No matter whether it be logos, articles or images: the designers at Chaps gladly create free layout suggestions for the customer.

PSI 49593 • chaps Merchandising GmbH • Tel +49 2234 999070  
 danny.heins@chaps-online.de • www.chaps-online.de  
<https://www.psiproductfinder.de/ytbmzj>

## Safety for every passenger

Hörsteler Interior Design GmbH has just presented **a wide range of car emergency kits** at the PSI in Düsseldorf: first-aid kits, warning triangles and reflective vests are on offer singly or in combination sets. Commercial vehicles have lately been required to have at least two reflective vests if carrying a passenger. That is why Hörsteler also offers reflective vests in sets of two, three and five, each in handy pouches.

PSI 45973 • Hörsteler Interior Design GmbH  
 Tel +49 5454 934390 verkauf@hoersteler.de • www.hoersteler.de  
<https://www.psiproductfinder.de/zgrlym>





## Ingenious miniature lamp

Wonder, **the premium miniature flashlight** from Cermak, has a special patented circuit that makes it stand out from the crowd. By pushing the clip or the upper button, the user can simply switch between instantaneous and continuous light and thus use the lamp flexibly. Another new feature is the warm-white LED whose light is similar to that of the light bulb. The miniature flashlight has a high-quality aluminium housing and is available with a white or warm-white LED or with a light bulb.

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>



## 3D for the envelope

With the **Metmaxx®VR InterfacePromo glasses** from Spranz, 3D glasses can now be mailed. Folded flat, easy to fold and with a light weight of about 70 grams, they fit comfortably into an envelope. With virtual reality glasses and the inserted smartphone, the user sees movies as a three-dimensional experience. With an appropriate free app, such as „VRSE“ from the Apple®Store and Android® Store, the user stands in the middle of the film and can look around, thus determining the viewing angle himself and looking at objects more closely. An inexpensive and easy-to-print promotional system with compact dimensions.

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

## Ausmal-Set Ostern

... aus dem Schwarzwald  
**ef**  
emotion  
factory



Ein Malerlebnis mit 3 Finelinern aus Biokunststoff und 6 Päckchen-Anhänger in Osterei-Form zum Ausmalen. Einleger individuell gestaltbar.

## Osternest mit Steckfigur

**NEU!**



Schale aus nachwachsenden Rohstoffen. Substrat-tablette, Gras- oder Kressesamen und Hase aus Holz inliegend. Banderole individuell gestaltbar.



## Easter with fine glaze

Kellermeister Manns, the specialist for **delicious promotional products**, also has sweets for next Easter in its range. For example, the LogoEi Nougat (art. 10453): while the content of the eggs is used for delicious egg pancakes and egg omelettes, the eggshells are given a very special treatment. They are polished, spruced up and then filled with fine nougat. In this way, the natural egg shell is used again and you thus receive a very tasty and sustainable egg with the desired logo. The Logo-Lindt-Hase (item 10459) is also available as an option (with food colouring) and packed in a gift bag with a bow clip, or the Lindt-Cargo (item 10471): a completely different cargo – a Lindt Gold-hase as well as a Lindor egg well packaged in a mini-container with ribbon and cargo printing as well as a pallet on a scale of 1:10.

PSI 45384 • Kellermeister Manns GmbH • Tel +49 2045 960477  
 info@kellermeister-manns.de • www.kellermeister-manns.de  
<https://www.psiproductfinder.de/ngm3mt>

## Bestseller for healthy enjoyment

Nine out of ten consumers place great value on a healthy, well-balanced diet. Especially popular are fresh salad creations, since these can be prepared with little trouble and contain quantities of vitamins. In keeping with this trend, Emsa is offering We ♥ Salad, a **large number of clever kitchen aids** to get your favourite vegetables ready to serve in a twinkling. Whether lightning-fast salad spinners, self-watering herb pots, or stylish stainless steel bowls with a cooling battery – this strong product range convinces consumers with its sophisticated functionality and attractive design.

PSI 42692 • Emsa GmbH  
 Tel +49 2572 130 • info@emsa.de • www.emsa.com  
<https://www.psiproductfinder.de/zwi3ot>



## A real eye-catcher

The **“Werbeträger Miniatures”** from Jung Bonbonfabrik are real eye-catchers, since they not only convey an advertising message, but also a sweet accompaniment. The latest accompaniment model is a mix of miniatures: a miniature Mars, Snickers, Bounty or Twix are on the advertising card in the transparent flowpack. The special advantage is that the advertising card can be used as a gift certificate or discount voucher at the POS or at an event. These advertising media can be customized with four-colour printing on the front of the advertising card.

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>



## Exciting organiser

A perfectly equipped **business organiser** should always be at hand and at the same time offer a lot of useful accessories. Dragon Gifts has achieved this with its organiser with an integrated power bank. This successful duo offers a portable battery with a capacity of up to 8,000 milliamperes embedded in the lower part of the organiser and a compact cable that can be connected to both iOS and Android devices. Several useful compartments for pens, business cards, headphones, a pad for taking notes and much more complete the gadget.

PSI 49304 • Dragon Gifts CLA Magellan LTD  
Tel +7 922 6842288 • [info@dragon-gifts.eu](mailto:info@dragon-gifts.eu) • [www.dragon-gifts.eu](http://www.dragon-gifts.eu)  
<https://www.psiproductfinder.de/yne4nz>



## Sticky eye-catcher

The **holding magnets** from adamo design are Made in Germany, round and square shaped, and can feature additional doming in the listed standard sizes. On request, the models are also available as a 3D print magnet with a coloured plastic frame in red, blue or black. Whether on the magnetic board in the office or on the refrigerator at home: the magnets hold up to eight DIN A4 sheets, always focusing on the promotional message. Fast and flexible delivery times are guaranteed.

PSI 42299 • adamo design GmbH • Tel +49 5265 7474  
[info@adamodesign.de](mailto:info@adamodesign.de) • [www.adamodesign.de](http://www.adamodesign.de)  
<https://www.psiproductfinder.de/otizmz>

## Plentiful power for the road

Four USB devices can be connected and charged simultaneously with the **E14538 powerbank** from Silicon. The Desk USB charger has a rechargeable lithium-ion battery with 12,500 milliampere power, a 5-volt/2-amp DC input, with the DC output of the USB ports providing 5 volts and 2.5 amps. A micro USB cable as well as a transparent board for individualisation are supplied.

PSI 46651 • Silicon S.r.l. • Tel +39 0861 23461  
silicon@regolo.it • www.promobusiness.net  
<https://www.psiproductfinder.de/zjhjnt>



## Eye-catching medium

IFlyer from Proramillernote is extremely versatile, promotionally effective and well-suited for every target group: IFlyer is a new advertising medium that can be used to transport any desired advertising message and to print it in the simplest way using standard inkjet printers. From an order quantity of 100 pieces, Proramillernote can reproduce any poster at its in-house printing service. The highlight: **iFlyer** adheres to smooth surfaces such as glass doors, and can just as easily be removed again. Ideal applications are waiting rooms in public facilities, doctor's offices, pharmacies, shopping centres, universities, libraries and schools.

PSI 48285 • Proramillernote Scrl • Tel +39 039 6015642  
nadia@proramillernote.it • www.poramillernote.it  
<https://www.psiproductfinder.de/ztbjyz>

## Never lose something again

A bold statement: With its **Chipolo Plus sensor**, bizness enabler promises you will never lose something again! No matter what you are searching for, whether it is a misplaced wallet, a lost key or a pet. The Chipolo Plus is an invisible Bluetooth cord that connects wirelessly to any Bluetooth enabled smartphone. This connection is made using the free Chipolo app. Within a radius of 60 metres, it can precisely locate the sensor or cause a loud sound to be emitted.

PSI 48552 • bizness enabler GmbH • Tel +49 89 25545700  
order@biznessenabler.com • www.biznessenabler.com  
<https://www.psiproductfinder.de/yzc0zj>







## Cuddly cleanman

While the common hedgehog is considered to be particularly prickly and has a low cuddly factor, team-d Import-Export shows that it is quite possible to do this differently. The new **wash hedgehog called "Ingo"** can be regarded as a true cleanman for the shower and bathtub and is not at all prickly. The supplier assures that the bath sponge is softly filled, made of polyester and features cute details.

PSI 44186 • team-d Import Export Warenvertriebs-GmbH • Tel +49 7181 989600  
info@team-d.de • www.team-d.de  
<https://www.psiproductfinder.de/zmvhnd>

## Also in the plane

According to the supplier, the new IATA-approved **polycarbonate trolley** from The Gift is approved by all airlines as hand luggage and suitable for plane travel. This also applies to the airlines Easyjet and Ryanair. The inside of the trolley has a stylish interior and various compartments. The four 360 degree rotatable soft wheels reduce the running noise, and double zips with a combination lock ensure the safety of the contents. A large square indent on the front is suitable for personalisation.

PSI 48207 • The Gift Groothandel B.V. • Tel +31 226 381010  
info@thegift.nl • www.thegift.nl  
<https://www.psiproductfinder.de/mzyymz>



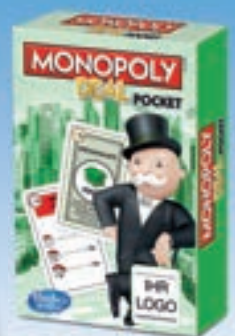
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Tel.: 0 34 47/582-0 · Fax: 0 34 47/582-109  
[www.spielkarten.com](http://www.spielkarten.com)



## Mini six-pack for Easter

An Easter present which gets every target group in the right mood is the extraordinary Easter six-pack from Jung. In the **miniature egg carton** are six Easter eggs made from premium quality milk chocolate in a colourful Stanniol foil (approx. 37 grams). The lid of the carton can be personalised with a four-colour adhesive label. An ideal give-away for all advertisers who want to surprise their target groups at Easter with a special token of appreciation. Further information and samples can be requested from the Jung advisory team.

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



## Relax in an organic bath

**The organic bath additives** from Gams Wellness provide a fragrant, creamy bathing pleasure in the tub. Precious biological cocoa and shea butter and premium organic oils provide the skin with important care and nutrients. The ingredients of the bathing confection come from controlled organic cultivation, the products contain no artificial fragrances and colourings and are therefore also very well tolerated by sensitive skin. The hearts are available in different fragrances. Four pieces are arranged in an attractive gift box with either hearts or square chocolates.

PSI 45698 • Gams Wellness • Tel +49 8532 926552  
info@gams-wellness.de • www.gams-wellness.de  
<https://www.psiproductfinder.de/yji3yz>



## Sporty for any occasion

Foodbag is a new trend sport which is spreading rapidly. The reason is probably the fact that Foodbag can be played anywhere and anytime either alone or in a group. All you need is a **Hacky Sack** from Albene. This sachet is filled with granules or sand and can be delivered in a variety of materials, colour combinations or customisations, making the Foodbag game using your hands and feet a fun-loving brand ambassador.

PSI 44533 • Albene GmbH Marketing Handel • Tel +49 89 47078600  
info@albene.de • www.albene.de  
<https://www.psiproductfinder.de/owq0od>





## Soaring to new heights

Things are now soaring with the new SKY from uma. This is because **SKY** perfectly combines ultramodern design with innovative functional elements. SKY comes not only covered with a glossy barrel in white or black, but also transparent, optionally with or without a bright chromium plated metal tip. By the same token, you can choose between a plastic or metal clip. The covered model with plastic clip is superbly contrasted by the coloured sleeve. An especially noticeable highlight is the SKY's innovative rubber grip zone, which not only makes for a chic colour accent, but also has a really good feel. As usual, the time-tested TECH refill provides for long-lasting writing pleasure of more than 4,000 metres. Space for a logo or short message is found on the barrel and clip. Samples are available directly from uma.

PSI 41848 • uma Schreibgeräte Ullmann GmbH  
Tel +49 7832 797-0 • [info@uma-pen.com](mailto:info@uma-pen.com) • [www.uma-pen.com](http://www.uma-pen.com)  
<https://www.psiproductfinder.de/mtk0zg>



## Quick, easy and effective

The **"Fevertest" card** from I.P.S. keep the "fever" of each promotion under control. With Fevertest, 15 seconds is all it takes. Measuring temperature is quick and easy, even without the use of clinical thermometer: Simply rest the card against the forehead and the indicator displays the body temperature. Fevertest is a medical device CE marked and it's 100% Made in Italy. Also Fevertest is a highly effective promotional product. Its small, thin and unbreakable format means it can be kept in a nightstand, first aid kit or even a handbag, working like an emergency thermometer, especially handy for children. Obviously, both sides of the card can be used creatively to communicate your clients' message for certain promotional success.

PSI 43411 • I.P.S. - International Products & Services srl • Tel +39 025 279641  
[info@ips-srl.it](mailto:info@ips-srl.it) • [www.ips-srl.com](http://www.ips-srl.com)  
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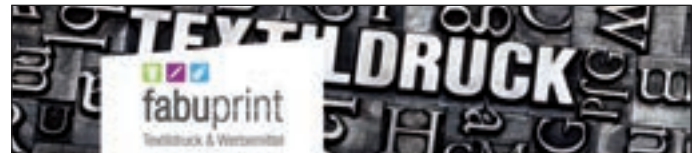
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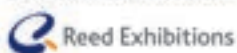
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**PSI**

## PSI Industry Barometer 1/2017 | Participate now



Economic outlooks, company structures, sales markets and sources of revenue: The PSI Industry Barometer lays all the facts on the table. With the pan-European PSI Industry Barometer, PSI has developed its own market research tool which surveys the **current situation as well as trends in the industry** twice a year, and thus regularly provides market data and industry information. It is unique in Europe and is provided exclusively to PSI members free of charge. As the PSI Industry Barometer is based on the participation of **promotional product suppliers and distributors**, all these professionals are called upon to **actively participate in the 1/2017 issue**. In this way, an extensive market study of the promotional product industry in Europe can be produced once again. The conditions of participation are available at: [www.psi-network.de/de/PSI-Network/PSI-Branchenbarometer/2586/](http://www.psi-network.de/de/PSI-Network/PSI-Branchenbarometer/2586/).

## PSI Business Performance Index | New tool

A **direct comparison** with competitors and an overview of the economic situation help to position oneself successfully in the market. If you want to know how well you are positioned in the industry with your business, you can now orientate yourself to the PSI Business Performance Index. In co-operation with the renowned market research institute techconsult, PSI has set up a tool that enables promotional product distributors, consultants and agencies to measure their performance. The PSI Business Performance Index provides a direct comparison with the competition, an overview with benchmark values. At [www.business-performance-index.de](http://www.business-performance-index.de), where they stand and how the competition is performing. You can see what they do well and what others might be doing a bit better.



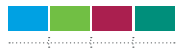
## Haptic effect | First major congress



The effectiveness of promotional products, their use to increase company recognition and customer loyalty: These and many more will be central themes of the **first congress of haptic advertising** organized jointly by the Management Forum of the German publishing house Handelsblatt and PSI Institute in Frankfurt on **18 May 2017**. The congress will feature several highlights: top-class speakers from various sectors will report on their experience. In addition, best practices of successful brands will be presented. The congress will be essentially based on personal exchange between the decision-makers of brand management, direct

and dialogue marketing, purchasing and procurement as well as social media and mobile marketing. For more information, see: [www.managementforum-shop.com/Veranstaltungen/Kongress-der-Haptischen-Werbung.html](http://www.managementforum-shop.com/Veranstaltungen/Kongress-der-Haptischen-Werbung.html).





## Industry Barometer EUROPE



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Project Manager PSI

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## The turning point

**N**ow we have done it. Exactly according to the rules which we discussed and defined in the associations. At the invitation of the trade, we officially allowed industry customers access to the PSI on 12 January 2017. What has been illegally practiced in recent years has now been legalized and scheduled on the third day of the trade show.

The result was 18,000 visitors, 2,000 more than in the previous year. The logistics worked, the feedback was almost entirely positive. And many have always known that it works and that other countries in Europe must follow suit. I was approached by many country representatives as well as by many distributors, including from Scandinavia and Holland. The enthusiasm for the trade show was high. This is not an adulation or a case of self-congratulation. The decisive factor is the clear set of rules which we have developed together with the industry and the associations. As the most important platform and the showcase of the industry, the PSI is now even more distinctly different from events where nobody can actually understand what goes on there or how someone can gain access there.

It is a turning point. We will now analyse the overall result in detail and discuss it with distributors, suppliers and associations. The fact is that the quality of the visitors was very high. As for the industry customers, great brands were represented. The "who's who" of the major international corporations, small and medium-sized companies, as well as smaller companies were present. The fact is, however, that industry customers who were on their own felt overwhelmed and lost. On the other hand, those who were accompanied by a distributor, who received a set of directions or details of the contact persons of the suppliers were more fortunate. This still needs some fine-tuning and it is necessary to develop the concept together.

The decision to show industry customers the diversity and effectiveness of the promotional product is the right one, even from the different aspect of genre marketing. Rarely has the promotional product enjoyed such great press and such an extensive coverage as it did this January. It has never presented itself more inspiringly. This has been impressively documented by the media. Everyone who is passionate about this advertising vehicle will affirm that.

Best regards,



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





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## Smart fashion

The fact that Düsseldorf is also an international modern metropolis is also reflected in the range of promotional textiles which can be admired at the PSI every year. The already legendary PSI CATWALK in Hall 10 also presented the highlights of the collections from this sector during the recent trade show. Numerous renowned exhibitors showed the fashion trends in 2017. And they can also be seen in our product section about "Textiles, caps and accessories". Furthermore, we devote our attention to the new product power in the area of "Cases, bags and (small) leather goods".

**Please give some thought to the product theme of the issue in April 2017 with the thematic groups "Ecological and sustainable products" as well as "Sweet and culinary" and send your product presentations (image and text) by no later than 17 February 2017 to: Edit Line GmbH, Editorial Office PSI Journal, e-mail hoechemer@edit-line.de.**

## PSI 2017: Colourful review

By the time you read the March issue of the PSI Journal, the PSI 2017 will have already become history. In our moving retrospect, however, we re-

view the images, opinions and facts about the trade show highlight of the year, reporting on the major and minor events in the exhibition halls, at and around the stands. In short: on these pages, we show you what makes this promotional product event so distinctive and significant.



## cyber-Wear expands

cyber-Wear Heidelberg, the agency for promotional products, merchandising and corporate fashion, and the cyber-Wear affiliate CG Fulfillment & Logistics, newly founded in 2016, are planning to expand spatially and in terms of personnel, and will be relocating from Dossenheim to Mann-

heim. The ground-breaking ceremony will take place in the first quarter of 2017, the completion is planned for the fourth quarter of 2017, moving in and the commissioning are scheduled for the beginning of 2018. From the point of view of the managing directors Steven Baumgärtner and Roman Weiss, sufficient space was one of the reasons for the relocation.



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