Düsseldorf · G-30212

#### **PSI Journal**

International Magazine For Promotional Products

March 2017 Volume 56

EUROPE



The kangaroo leaps ond and on Mirco Hässlich Horst Holzschneider Röhrs Werbe-Service

Trends & Brands Fair novelties

**Product Guide** Textiles, caps, accessories Suitcases, bags, leather goods

### **Global Innovations**

"Magical" means

PSI 2017 Special



### The call for Europe ooking around Europe, greatest peace, social

ooking around Europe, one has the feeling that the greatest peace, social and economic project of all time has lost its appeal. Everyone is falsely irritated by regulations – like the famous curvature of the ba-

nana. And yet the EC Regulation No. 2257/94 makes no mention of the curvature of the banana. Only the length and thickness are regulated, which the industry so urgently demanded. Minimum dimensions and minimum standards ensured quality and efficient transportation. Yes, it was the industry which pressed for uniformity in almost all areas and not the regulatory frenzy of wild-tempered officials in Brussels. The flow of goods, quality, development and logistics have all profited massively from this – and ultimately we as consumers.

The promotional product industry is also calling again for a new and active European association as everything that has been done before has had little or no success. This is understandable as the suppliers of our industry are also pushing for standards, from Lisbon to Warsaw and Athens. But the promotional product industry has the problem that it brings together countless products from numerous sectors in its assortment. This makes political lobbying work with the goal of standardisation almost impossible. At the same time, the industry is a political pipsqueak that will never have the power to make itself heard in Brussels – certainly not from an association perspective.

It must therefore be the industry itself which sets itself rules and standards – and this can only be done by the major players – in an association in cooperation with small suppliers. There, one could agree on a seal of quality which would set strictly controlled standards. This alone would be an enormous task. Advantage: The industry customer would quickly orientate himself towards these standards. After all, companies and society increasingly require a commitment to quality and sustainability. This is a worthwhile task for the industry which could be spurred on by European coexistence.

Political work, on the other hand, should only be undertaken in partnership with large industry associations. They are closely involved in Brussels and campaign for the legitimate interests of their members – and politics listens to them. In order to coordinate all this, however, one needs an association – one with realistic goals.

On this note Manfred Schlösser | Editor-in-Chief PSI Journal Your opinion: schloesser@edit-line.de



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#### PSI 2017: Innovations and inspirations

"Impressive fireworks of creativity". That is how Michael Freter called the PSI 2017, which offered an extra helping of fresh ideas, innovations and inspirations. Even the industry customers, who had been invited by their distributors and thus were granted access to PSI on the last day of the trade show, could assure themselves of this fact. PSI Journal has collected impressions and comments.

#### The kangaroo leaps on and on 56



It was already the 18th inhouse trade show of Röhrs Werbe-Service GmbH. But it was the last one under the aegis of Horst Holzschneider who has now entrusted his company to the Moll Group which now takes over the symbolic logo of the kangaroo in glowing magenta.

2

#### **GWW: Comprehensive information**



In February, the German Promotional Product Association (GWW) met in Offenbach. The agenda included not only reports on the association's work but also informative lectures on current topics. Unexpectedly, the officiating Chairman Patrick Politze announced his resignation and the election of Frank Dangmann as his successor.

#### "Magical" possibilities

78

58

The high-tech adhesive label called Open Monitor is currently revolutionising the prize competition market and unfolding enormous multimedial (advertising) potential. The PSI Journal already presented the successful product in its last August/September issue. The outstanding new development now opens up further interesting application opportunities.





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# Bread and butter

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Bridging the gap

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## **Creativity** redefined

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daite

# Paperart



à la carte

Paper is becoming more and more innovative. And the trend is clearly towards high quality. This was one of the findings at the latest PSI. Design-accentuated card art or standardised electronic greetings? This is not the question here.

Individual pop-up cards **Diese-Klappkarten** Artis Design GmbH www.diese-klappkarten.de

# Paperwork? Nothing of the sort



Paper is not reduced to one-dimensionality; it can be used to conceive creative exclamations in terms of 3D, especially when hobbyists can lend artwork their individual touch in 4c or customized objects are made according to individual customer requirements.

Flieger (Airborne) Light DIESER GmbH & Co. KG www.umbum.de PSI 49501

Cardboard play worlds **Calafant Store UG** www.calafant.de PSI 49785

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2017 Special

For the first time in the history of the PSI, industry customers were able to visit Europe's leading trade show for promotional products at the invitation of the trade and consultants. The tension on the first two days of the trade show was clearly noticeable. How many will come to the Industry Customer Day on the third day? Will everything run smoothly? How will the exhibitors handle this new situation? These are just some of the frequently asked questions. We wanted to know exactly so we asked distributors and exhibitors on the Industry Customer Day.



Following the invitation by their distributors, about 1,700 industry customers have come to see the PSI Trade Show. There have been several drop-in spots like special counters in the foyer and the gallery at Hall 9.



t was to be expected that the topic of Industry Customer Day would trigger completely different reactions. After all, it has been controversially debated over the past few years, the advantages and disadvan-

tages have been weighed against each other, and all sorts of prejudices and speculations have been thrown into the ring. It has to be said, however, that the mood moved clearly in favour of the Industry Customer Day since the PSI and the GWW addressed the topic hand in hand. After the highly anticipated first event, it is now clear that some adjustments still need to be made. However, the basic tenor is clearly positive. Even long-standing opponents were among the active participants and were quite satisfied. Thus, the distributors whose customers were there saw the day as an opportunity to inform customers, to build loyalty and to generate new business. There were, of course, also wait-and-see and isolated negative reactions. The desire of the exhibitors and those who want to enhance the image of the promotional product has long been in favour of inviting industry customers.

#### **Industry Customer Day at the PSI 2017**

# Big step for the promotional product





#### Accompaniment is a must

The trade was rather hesitant. And some also refused this time for reasons that are quite understandable from their point of view. Thankfully, business concepts vary. But the distributors who had invited customers this time did so mostly with existing customers. They wanted to show them the diversity and professionalism behind their business relationship. The fact that some customers were also somewhat lost in the midst of the huge offering showed once again how indispensable an experienced consultant who feels at home in this arena is. Most distributors had prepared themselves intensively and took their customers "by the hand". Whether they were personally accompanied or furnished with lists - guidance is a must, as the distributors agree. Of course, there were also distributors who had invited in a non-selective way. It has yet to be determined whether this strategy was successful. Industry experts vehemently doubt it.

#### Accurate visitor registration is important

Another criticism repeatedly raised by the trade was that industry customers were not scanned at all stands. Some exhibitors deliberately refrained from doing so. Whether there were actually stand personnel who were unaware of the extended target group or had only incompletely registered and scanned is difficult to say at the moment. The dMAS system, where it was deployed, made the customer's way clear to the minute. After all, it is used successfully at other trade shows, as many distributors emphasize. So it seems a must that every stand visitor is scanned to register his status and his movements with absolute certainty. That business cards made the round may have happened, but in day-to-day business day this is common practice and almost a reflex. Should we immediately assume foul intentions? Certainly not.

#### Only genuine cooperation leads to success

The trade's primal fear of direct business not only constantly exists at the PSI. All trade shows and exhibitions in the industry have to deal with this. It must be emphasized that the PSI has effectively installed controlled access here - and this has been generally confirmed. Only industry customers invited by the trade came through the entrance doors. It must also be emphasized that the major suppliers are very aware that the trade and consultants are the most effective and inexpensive form of distribution. Both partners still seem to be very aware that only a trustworthy cooperation has a long-term success. This conviction was repeatedly made clear in our discussions. How cooperatively distributors actually worked with each other was perceived differently. Here, too, anyone who respects the competitor and concentrates on his own customers is certain to benefit more in terms of quality and quantity. Greed and doing business haphazardly barely pay off. It is questionable whether industry customers who have been left on their own, in whatever form, turn to those who have invited them to the trade show completely unprepared.

#### Practical concept

Whether 1,700 industry customers were many or few is a question that must be answered individually. We were pleasantly surprised by the success. But the expectations varied greatly. Of course, not all of the 1,700 visited every stand, and many (mostly unaccompanied customers) were certainly not even in all the halls, which is quite understandable on only one day of the trade show. It was certainly more likely that the customer from North Rhine-Westphalia would accept the invitation from his distributor rather than one from Munich. These are also facts that are logical and have nothing to do with the concept itself. This concept has proven to be a viable option, practical and a good basis for further ideas and a dialogue between the trading partners and the PSI.



#### Hans Joachim Evers, Evers Werbemittel "We must discuss our experiences with the PSI."

In principle, the idea of the Industry Customer Day is good, and we distributors stand by it. The time was ripe. However, there is still a need to optimise the processes. For example, distributors came to our counters because they did not know that these were the contact points for industry customers. Unfortunately, the exhibitors did not work consistently with the dMas system. Consequently, not all customers were scanned, but business cards were used. The customers felt the trade show was

huge, so we visited them after the trade show to give them advice. All participating distributors, together with the PSI, should discuss their experiences and together decide what could be improved.

#### Gunnar Sprinkmann, Sprinkmann GmbH "A sensationally good platform which can be shown to customers."

Bringing industry customers to the PSI is good, even though aspects of the implementation need to be improved. The first impression our customers had of the PSI was very positive: everyone was enthusiastic about the wide range of products. However, we had made intensive preparations: The first two days, we looked for highlights. Late in the evening we compiled recommendation lists. This was worth it, especially since all our invited guests came. There were some overlaps with colleagues, but major customers naturally have multiple suppliers. In the end, the affected customers were here and there, but that did not bother anyone. The follow-up work was difficult because exhibitors had sparsely used the dMAS system. We



know that some exhibitors didn't even differentiate between the visitors. PSI would have to educate all exhibitors more vigorously and possibly require them to use the system. It would also simplify matters if there were only industry price lists: exhibitors have their negotiating margins anyway, and the trade knows its discounts. The bottom line: The PSI is a sensationally good platform which can be shown to customers. I would welcome it if all three days were made available. However, the registration must be transparent and the processes should be optimised.



#### Daniel Meffert, S+P Werbeartikel "A huge benefit for our industry."

What I experienced on the Industry Customer Day has exceeded my wildest expectations: Highly interested customers showed real enthusiasm for promotional products and greatly appreciated our role as consultants. The promotional product has been perceived by our customers in a new light of professionalism. The Industry Customer Day was a great boost for S+P and a huge win for our industry: The messages GWW and PSI have given us have finally arrived where they can directly motivate people to spend money in our industry. In my opinion, this image gain alone is reason enough to plan a second edition of the Industry Customer Day in 2018.

#### Ralf Hesse, m.e.s. Marketingservices "Despite our misgivings, we favour the idea."

The stands under the stairs were unfavourably positioned as the main stream of visitors walked past them. Therefore, our counter was only found with difficulty, especially as the signposts were not very noticeable. That is why we have not met all our customers. Some exhibitors were badly prepared for industry customers. This of course opens the door to direct business. The fact that many industry customers walked through the trade show without consultants is also problematic in this sense. What should not be allowed at all is that colleagues distribute flyers to all customers or organise prize competitions. There should be a voluntary commitment among distributor colleagues not to aggressively approach customers. My biggest concern, however, is that I do not know how exhibitors deal with industry customers. Particularly small and foreign exhibitors do not always seem to realise that they have different groups of



visitors in front of them, which they must serve differently. That is why I am sceptical about the Industry Customer Day. However, I favour the idea because I also see an opportunity to use it for our business. Nevertheless, I believe that no trade show can assume the most important function of the trade: to use arguments and study findings to convince the industry to utilise promotional products. The PSI should now discuss with us necessary changes to the concept.

#### Stephan Speckbruck, Plan Concept Dr. Lichtenberg "On the whole, everything went smoothly."

The basic idea of the Industry Customer Day is good, and we will continue to support the concept, especially as the major importers and manufacturers are behind it. Almost all our



invited customers (over 40) were there and their reactions were mostly positive. On the whole, the organisation worked well, we had everything under control and we were able to look after our customers. The preparation of offers by exhibitors also worked well. Particularly with regard to customers from medium-sized companies, the Industry Customer Day is a good thing.

#### Kim Köhler, Kandinsky Deutschland GmbH "An intensive accompaniment by the distributor is a prerequisite for success."

We are very pleased with the Industry Customer Day and welcome the opportunity to give customers an objective overview of the industry. Distributors had a unique opportunity to demonstrate to the customer their consulting skills, their broad experience with products and manufacturers as well as their understanding of his individual needs during a well-prepared visit to the trade show together. We received only positive feedback from the industry customers who were accompanied by our customer service staff at the trade show. Those customers who independently explored the trade show were usually overwhelmed by the diversity of exhibitors. The prerequisite for a profitable implementation is therefore an intensive accompaniment by the distributor.



The latest PSI has again shown that advertising and fashion can go hand in hand with one another. The trade show in the fashion city of Düsseldorf has long been regarded as the centrepiece of trendy promotional clothing. Whether it be in leisure time, playing sports or at work: promotional textiles are in vogue.





hen you stroll through the exhibition halls of the PSI, you cannot overlook the fact that promotional textiles occupy a significant space in the colourful world of promotional products. Numerous small and

large stands are devoted to customisable clothing and accessories. For the fourth time now, the PSI has devoted a special stage to this strong segment – the CATWALK. The PSI TEXTILE AREA stands were grouped around it to give the new fashion items a special, clever and aesthetically pleasing appearance on the catwalk. Here are the views expressed by several exhibitors we spoke to.

#### Intensive conversations

Kirsten Dreyer from Aber textil + design was satisfied with the turnout, especially on the second day. She was delighted with the "super location" directly adjacent to the catwalk, where her colourful "footwear" was adored, and she praised the "wonderful intensive conversations" with the visitors. Exciting and at the same time relaxing is how she described the Industry Customer Day which because

#### **PSI TEXTILE AREA**

# In vogue: Fashion times advertising







of her trustworthy relationship with her promotional product customers did not raise any reservations.

#### A lot was achieved with little effort

Club Crawatte Crefeld boss Bernd Koch was also impressed with the presentation options in the Textile Area around the catwalk. In addition to his standard assortment of ties, scarves and accessories, he had a selection of new trendsetter braces which were also shown on the catwalk of the fashion promotion. He was impressed by the effectiveness of his compact stand: "With little effort, we can achieve a lot here. The aisle location is almost perfect."



Bernd Koch, Club Crawatte Crefeld

#### Trade visitors with quality

Some exhibitors who had booked an inward facing stand facing the fashion stage were not so happy, however. The visitor frequency here was unfortunately not very good as the main flow of visitors was mostly around the catwalk area. Exhibiting for the fourth year was the team of Zego textile finishers who caught the eye with their unusual outfit. Although not entirely satisfied with the number of visitors at the Zego stand, the trio was impressed by the quality of the trade visitors. However, they had "hoped for considerably more" from the Industry Customer Day. The number of visitors was moderate.

#### **Centrepiece CATWALK**

All in all, however, the concept of the Textile Area with its centrepiece, the PSI CATWALK, remains a successful concept for future trade shows. There is certainly potential for improving the layout of the stands, but the impetus continues to come from the fashion pulse of the European promotional product industry. <



Kirsten Dreyer, Aber textil + design



Marco Appelmann, Tina Bauer, Oliver Bergman (left to right), Zego

The PSI is no longer imaginable without the inventors who year after year present themselves and their ideas at the leading trade show of the European promotional product industry. This time, the newly formed Innovation Area in Hall 12, the presentation platform and information forum in one, served as the contact point. The PSI Journal decided to have a look around.



**Innovation Area at the PSI 2017** 

# The masters of the exciting ideas



n inventor is usually someone who has recognized a problem and subsequently invested his time and energy in tackling the problem with a product solution. These are often less concerned with problems

affecting the world and humanity than with small everyday problems which are known to the inventor from his own experience. It is therefore not unusual for inventions to reflect personal stories which manifest themselves in episodes from the life of the inventors themselves. Numerous examples of this phenomenon were presented at this year's edition of the PSI: In the newly formed Innovation Area in Hall 12, creative minds, tinkerers and inventors had the opportunity to present their products to the visitors and to use their powers of customer-oriented persuasion. Not only that, the Innovation Area was also the contact point for all those who have an idea but do not yet know how to implement it. The contact with experienced suppliers and producers on site has already given many of them a tremendous boost. Also represented at the Innovation Area were the German Patent and Trademark Office (DPMA), Customs, and the Magazine for Ideas and Product Development Innovations Forum.

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#### Presentation area for start-ups

As expected, among the inventors in the Innovation Area were many young founders who would like to position themselves in the market with their startup. For example, Marco Gräber from Berlin, who has developed a customisable mug holder, a so-called "sleeve". The idea came to him during a project lasting several months in Sweden. He noticed that his boss ordered a coffee-to-go every day. When Christmas finally arrived, he wanted to give her a customised gift with a high utility value - this marked the birth of the 'sleeve' and the company Sleevematix. "My goal was to create an environmentally friendly, long-term alternative to all the disposable products commonly used in beverage transportation," says Gräber. His sturdy sleeve is made of 100% recyclable materials, including leather and cork. "Thanks to the raw materials used, the insulation of the sleeve is so good that the material of a disposable cup can be reduced since it only has to hold the beverage and no longer has to insulate it." The sleeve is not only suitable for disposable cups: According to the founder, it is an ideal means of transportation. The functional lifestyle accessory can be customized through colours on the outer surface, hinges and rivets as well as through engraving.

#### Fresh vitamin bombs

"Buah" means fruit in Malay and is the name of the startup of the siblings Daniel and Jessica Krauter. Both are fans of fresh fruit smoothies as they know them from exotic holiday destinations such as Thailand and Costa Rica. Unhappy about the sobering choice between expensive imported fruits and artificially preserved juice concentrates in Germany, they have founded Buah. Their success concept consists of fresh smoothies with intense flavour without great effort. To preserve the tropical flavour on the way to Germany, Buah uses freeze-dried fruit. "The fruits are frozen immediately after the harvest and then only the water is removed. In contrast to the smoothies from the supermarket, which are stored at room temperature, vitamins and nutrients are not lost during freeze-drying," explains Daniel Krauter. Depending on your taste, liquids such as milk, soya milk or water revitalise the Buah fruit mixes in the blender. The fruit mixes are sold in practical cylindrical boxes and snack bags. Both versions are customisable.

Founder Daniel Krauter (left) is a fan of fresh fruit smoothies.

#### Marco Gräber from Berlin presented his "Sleeve" in the Innovation Area, a customisable mug holder made entirely of recyclable materials.



#### Not a question of age

Ejnar Haugaard impressively proves that inventiveness knows no age limit. Beside all the young inventors, the el-

derly gentleman from Denmark was very conspicuous in the PSI's Innovation Area. Tongue in cheek, he describes his company easy2Open, which he founded at the age of 68: "We are four old people." Haugaard invented a small tool for opening drink cans. The idea came to the pensioner in Spain when his wife asked him to open a can of lemonade. She was afraid that she would damage her fingernails. She needs not fear any more: The small tool made of 40% fibreglass-reinforced nylon makes opening cans simple and effortless. "Older and gout-stricken people receive a tool that makes their daily lives easier. In addition, my product prevents insects from entering the can," Haugaard proudly claims. The standard colour of the printable promotional product is black, but eight different colours are available.

#### Support through the PSI

Identifying existing problems and finding a solution – this is shared by all inventors. With the PSI Innovation Area, they have the opportunity to take the next step and to lend their ideas wings. "We were expecting 70 contacts in three days, and already had 40 in four hours," says Ejnar Haugaard, adding, "PSI support is fantastic." <



Inventiveness knows no age limit: Ejnar Haugaard from easy2Open.

Enjoy with all your senses – communicating this is best done with tasty advertising. For if there is not just something to see and touch, but also to taste, a good promotional product bundles its multisensory potencies to create an optimal effect.



#### Sweet and culinary

# Advertise with pleasure



he industry has consistently proven that good advertising can be achieved with fine sweets and culinary delicacies. However, it is always fascinating to see how diverse and imaginative advertising messages can

be as delicacies. Taking account of this diversity and imagination, PSI has dedicated a separate area to the GUSTO Tasting Pavilion at its trade show. 16 exhibitors had gathered in the taste-laden area to attract visitors with the senses of seeing, smelling and tasting, and the resulting indulgence of their promotional delicacies. After all, the proof of the pudding is in the eating. In other words, go with your gut. Thus, tasty advertising also has a lasting effect.

#### **Epicurean specialists**

Rare ingredients, imaginative preparations, creative arrangements or packaging and virtually unlimited individuality: these



senses of seeing, smelling

are the ingredients that make a successful and effective promotional product, whether it be sweet or hearty freshness and quality, of course, included. The epicurean specialists of the promotional product sector have once again come up with numerous new innovations directly or indirectly related to the palate. And visitors took the opportunity to sample the tasty products from the segments of pastry, drinks, spices, food, confectionery and many more. But it must also be pleasing to the eye. So, besides the mostly very nice looking promotional morsels, there was also the mostly equally lovingly and adequately designed packaging to admire.



#### A truly multisensory offer

GUSTO, a truly multisensory offer as part of a very special trade show experience, continues to gain in popularity among exhibitors and visitors alike. Anja Rensmann from the company Küchenmeister praised the clearly arranged exhibition area. She was also very satisfied with the response at the halfway mark. Jan Kobac from Koawach, which combines organic cocoa with Guarano to create a new world of flavours, was at the PSI with his company for the first time and was "positively surprised at how open-minded visitors are". What struck him the most was the "enormous interest in sustainable products". The GUSTO was characterised by the trend towards so-called "craft products"; small, fine, hand-made and handcrafted accentuated collections.





The proof of the pudding is in the eating. In other words, go with your gut.



The GUSTO was characterised by the trend towards so-called "craft products"; small, fine, hand-made and handcrafted accentuated collections.

In the world premiere of the legendary musical "Cabaret" in 1966, the conférencier sings the famous first line "Willkommen, bienvenue, welcome". In the three years older PSI, which opened its doors for the 55th time this year, there were many more languages to be heard. This is not surprising with a rise of 57 per cent in internationality.



#### More exhibitors and visitors from abroad

# **Internationality** is trump



n 2017, whoever entered the trade show through the northern entrance walked over a carpet of a special kind: visitors were greeted in ten languages. And that was by no means everything that could be heard

in the exhibition halls in Düsseldorf in January. Halls 11 and 12 were especially characterized by different cultures and linguistic images due to a gratifying reason: Compared to last year, the PSI 2017 once again gained in internationality. One of the reasons for this was the high number of foreign exhibitors who once again found their way to Düsseldorf this year. 478 out of a total of 988 exhibitors came from abroad and represented almost half of all manufacturers and suppliers.

### Poland and the Netherlands have the strongest representation

Once again, promotional product companies from Poland (71), the Netherlands (70), Turkey (50) and Italy (45) were tradi-

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tionally strongly represented. Complementing the list of the top ten countries were exhibitors from the United Kingdom (35), Spain (29), France (22), Austria (19), Belgium (18) and Denmark (17). However, the fact that exhibitors from the USA, the United Arab Emirates, Israel, Mexico and South Africa also presented themselves and their products proves that the leading European trade show for promotional products has long ceased to be limited to the "Old World". In addition to the diversity of the countries of origin, the spectrum of exhibitors – from major importers and full-range suppliers, as well as well-known brands that have enriched the PSI for years, to small niche suppliers exhibiting in Düsseldorf for the first time – was also pleasing. Together they wanted to take advantage of the



opportunities offered by the PSI Trade Show as Europe's leading showcase: to make promotional products accessible to a wider audience in the advertising industry.

#### Associations together at one stand

Creating opportunities to open up larger areas of the advertising industry was also the central aim of the numerous international associations represented. It was no coincidence that the nations from the list of top ten exhibitor countries were among them. The industry associations from Poland (PIAP), Spain (FYVAR) and Belgium (BAPP) presented themselves on a stand within the International Area, which has become an integral part of the PSI, in Hall 11 this year. Representatives of ASSOPROM from Italy also participated in the event. The IAPP and the IPSA Trade Show, the largest promotional product event in Russia, have been co-operating with the PSI for three years. As a global stakeholder, the IPPAG (International Partnership for Premiums & Gifts) also participated in the Inter-



national Area. The co-operative, which has a longterm partnership with PSI, has members from Australia, Dubai, India, Mauritius, Mexico, New Zealand, the Philippines, Singapore, South Korea and the USA.

### More than just an International Area

However, the international presence was by no means limited to the International Area. As part of the Italian Pavilion, PSI partner PTE (Promotion Trade Exhibition) from

Italy invited visitors to the exhibition hall 10. The ScandiBase, which was located in Hall 11 this year, was traditionally

home to the Scandinavian representatives. In addition to the Swedish industry association S.B.P.R., the Promotionmässan from Stockholm was also present. Also within the framework of the ScandiBase, the industry veteran Klaus

Beyer – a renowned expert in the Scandinavian promotional product market due to his many years of involvement in trade shows in this region – welcomed visitors as a PSI representative. Visitors frequently sought the expertise of PromoAlliance which was formed five years ago by the American industry service provider ASI (Advertising Specialty Institute), the British service provider Sourcing City and the PSI. Other international meeting points were located in Hall 12, such as the UK Pavilion, which housed six exhibitors from the United Kingdom in addition to the UK industry association BPMA, and the PromZ Pavilion. An absolute crowd-puller was once again













This year, high spirits prevailed once again at the Holland Bar. This is where not only Dutch and Belgian exhibitors and visitors meet. The upbeat mood at this stand has long been widely recognised by all other nationalities. So, it is not surprising that there was no way through the crowd in front of the bar in 2017.

the integrated and long-established Holland Bar. Here, on the first day of the trade show in a positive atmosphere and with

almost frenetic applause, the "Product Media Advisor of the Year" (PMA) was awarded for the second time by the promobiss magazine and the Belgian association BAPP. The Belgian distributor Pronel, which is celebrating its 30 years of membership in the PSI in 2017, was presented with the GOLD Award.



#### Many travelled long distances to be at the PSI

As a distributor, Pronel was not only a prize winner but also among the more than 10,000 international visitors who came to the PSI. 57 per cent of the visitors now come from abroad. And some of them travelled long distances involving long travel times. Like Fanny Martin, Managing Director of Versopub Ltée. No fewer than 9,349 kilometres lie between her agency in Mauritius and the Düsseldorf exhibition halls. This is now the 15th time she has attended: "PSI is and will remain the trade show for us. It is a must. Over short distances, we can meet the market leaders in the industry and see trends and new products." And Fanny Martin is not an isolated case: almost 10 per cent of international visitors take an intercontinental flight - whether it be from the USA, Brazil, South Africa, Japan or India. Bottom line: Promotional products are international, connect nations and ultimately speak a common language. <



The hospitality of the British Promotional Merchandise Association (bpma) has already become a good tradition. Host Gordon Glenister (left picture, right), Director General of bpma, welcomed numerous friends and business partners. The promotional product year 2017 got off to a good start with an excellent beer or a good glass of wine.



All good things come in threes: Five years ago, the American industry service provider ASI (Advertising Specialty Institute), the British service provider Sourcing City and the PSI joined forces to form PromoAlliance. The PSI 2017 once again provided a good opportunity to exchange professional and personal views in a relaxed environment.

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Whether it is digital printing, laser engraving or doming, it is primarily finishing techniques that transform a product into an individual communication tool. The hotspot at the PSI has traditionally been the Technology Area in Hall 12. Advertising technicians, printers, finishers and textile specialists present their innovative machines and processes to visitors here.



**Technology Area at the PSI 2017** 

# From manual to automated



o other medium puts a promotional message as effectively in the limelight as the promotional product. This is largely due to finishing techniques as they give anonymous products such as T-shirts and cups

their individual quality. From manual procedures for domestic use to machines in the price class of luxury automobiles – the possibilities in this area are almost unlimited. This year, the PSI once again provides a compact overview: in the Technology Area, visitors had the opportunity to immerse themselves in the world of machines and printing processes and to experience fascinating technology from close up.

#### Finishing with laser technology

One of the most impressive finishing techniques is undoubtedly laser engraving. With this process, materials are heated by means of a laser to such an extent that the outermost layers dissolve. In this way, the desired motif grad-

PSI Journal 3/2017



Impressively detailed: a futuristic laser engraving on glass.



The UV flatbed printer UJF-3042MkII from the Japanese manufacturer Mimaki is filled with white powerbanks.



Steve Hastie from Liquid Lens manually applies a transparent resin to stickers. The technique is called doming.



ually takes shape. "Fibre lasers and  $CO_2$  lasers are particularly interesting for the promotional product sector", says Andreas Buth, managing director of Buth Graviersysteme GmbH. While  $CO_2$  lasers are largely suitable for organic products such as wood, paper, cardboard and textile, fibre lasers are ideal for penetrating into metal. Today, specialized companies such as Buth Graviersysteme GmbH also offer complete solutions with so-called hybrid machines that contain several laser systems which multiplies their possible applications.

#### Large-format printers from Japan

The large-format printers from Mimaki were also impressive at this year's PSI. Steeped in tradition, the Japanese company presented an enormous range of solutions for the promotional product sector at its stand, including the UV flatbed printer UJF-3042MkII. With a compact size of 300 x 420 millimetres, it achieves optimal results on promotional products with a material thickness of up to 153 millimetres, according to the manufacturer. Visitors were able to get an idea of their operational performance: at regular intervals, a technician filled the printer with white powerbanks which appeared shortly afterwards – colourfully decorated with optical effects.

#### Solutions for beginners

It goes without saying that not everyone can afford a machine that costs as much as a luxury car. In particular, small companies and start-ups are unlikely to make such costly purchases. In order to win over this target group as customers nevertheless, exhibitors such as Steve Hastie from Liquid Lens offer inexpensive manually operated alternatives to hightech products. "I have solutions for beginners who produce in manageable quantities," explains the Englishman. His favourite process is doming, a decorative 3-D surface coating which unfolds a glassy, transparent effect. According to Hastie, the so-called "Dome It Yourself Kits" are designed to allow everyone to personally finish their own promotional products, such as stickers, without much effort. His mission is one of persuasion: "Most customers want a finished product. My job is to make them invest in equipment. That's why I'm here at the PSI." <

PSI's managing director Michael Freter described the newly launched Product Preview Event as "a new format and an experiment", which took place on the day before the trade show opened at the Düsseldorf Congress Center. A small group of exhibitors – an exclusively invited group of distributors from Great Britain, Northern and Southern Europe – presented their product highlights.



In speed dating style distributors and exhibitors introduced themselves to each other.

**Premiere of the Product Preview Event** 

# New format as an experiment

ichael Freter began his speech at the opening of the Product Preview Event by saying that the industry needs new services to be able to grow. PSI wants to contribute to this with this new format. Two

aspects played a special role for PSI in the conception of the event: "Bringing people together fits the role of PSI as a relationship broker. In addition, we would like to intensify communication," said Michael Freter when explaining the background of the Product Preview Event which was aimed at "open-minded exhibitors and distributors". Participating at the premiere were ten exhibitors from the UK, Northern and Southern Europe who had been exclusively invited to this event to present their product highlights in the run-up to the PSI. Michael Freter also made it clear, however, that the start was not quite as successful as expected. "It was not easy to judge how the Product Preview Event would be accepted. We had secretly expected a little more resonance. Nevertheless, we are satisfied," confirmed Michael Freter, adding that he noted "an initial success when observing the group". He expressed his gratitude to all the participants involved directly and indirectly in this premiere event: exhibitors and vi-



sitors, whom he described as "Very Important People", the organizers among his own ranks and the associations which had shown strong support beforehand.

#### Speed dating devoted to promotional product

The new format which Michael Freter had with good reason described as an experiment, presented itself immediately after the brief words of welcome as speed dating. After having been divided into ten small groups, the distri-



butors went within a given time window from exhibitor to exhibitor, who briefly introduced themselves and the products they had brought along at the beginning of each round. After that, it was then up to the distributors to introduce themselves and their wishes. From round to

round, it was noticeable that everyone involved became more and more relaxed and that parts of the concept were quite successful: There was a lively exchange, business cards changed hands and lots of contacts were establish-



The concept was quite successful: There was a lively exchange and lots of contacts were established.



ed. In addition, there was the opportunity to intensify discussions after the speed dating.

#### Finale in a traditional brewery

The new contacts were intensified on the same evening. Following the speed dating, the participants were invited to a thoroughly relaxing dinner in the rustic ambience of the traditional Schumacher brewery in the old town of Düsseldorf. With hearty food and self-brewed dark beer, everyone enjoyed a relaxing time together as well as excellent networking. Going by the satisfied faces and the positive feedback, it was a successful finale of the new format with an experimental character.









Everyone has their hands full: Here, ztv employees pack PSI bags with promotional product samples for industry customers.

#### ztv Logistik

# **Great** result

he favourable development of the PSI Trade Show also manifested itself with its official partner ztv Logistik. Immediately after the trade show, the team led by sales manager Thomas Kersting was extreme-

ly satisfied as many high-quality and intensive discussions with national as well as international interested parties had been held during the three days of the trade show. "Now, the very first concrete inquiries are being processed and contact is being made with interested parties in order to offer them the perfect solution for their logistics problems," says Kersting.

#### A resounding sucess

"ztv has never dispatched so many packages, has never served so many countries and has never stored so many packages. The PSI 2017 was a resounding success for ztv express. This was also borne out by the increasing internationality of trade fair visitors. Many foreign visitors do not take their promotional product samples with them in their suitcases, but have them delivered to their desks with ztv express," he adds. Over 600 packages were dispatched to more than 30 countries. In addition, utilisation of the storage service for promotional product samples increased by almost 70 per cent. For the first time, collections and deliveries of trade show materials and their return transport were offered by ztv express directly at the stand. This service was also gladly utilised by several exhibitors.

#### Live packing at the PSI

In addition to the 4,000 snack boxes which are packed each year by ztv and distributed as provisions to trade show visitors at the end of the trade show, 2,500 industry bags with promotional product samples were packed for the first time. "We not only pack for the PSI, however, we also pack an assortment of our customer cosmopol. cosmopol operates a concept shop with an exclusive selection of country-specific products from more than 70 countries, marketed with gift boxes and gift packs. cosmopol is the first company in Germany to finance itself online via crowdfunding through private individuals. At the trade show, we packed one of these gift boxes", says Jacqueline Maibaum of the ztv marketing.



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Othmar Fetz and Clemens Stübler: "A giant step forward." AIVIAS

New communication tool with added value

# PSI Leadtracking: Successful start

y using the digital trade show inquiry system dMAS, PSI has set new communication standards during the latest trade show. Coinciding with the introduction of the Industry Customer Day, the PSI gave its

exhibitors a well-proven and sophisticated tool. The online software provides uncomplicated and direct communication between the three PSI target groups to enable the simple recording of inquiries and the time-saving processing of orders. The partner is the Austrian company dMAS GmbH, a PSI member itself and a leading software producer for handling inquiries and quotations in the promotional product market in Germany, Austria and Switzerland.

#### Simple capture of visitor data

The central benefit of the scanning app dMAS Notes is visitor data capture: the new digital tracking tool offers simple capture of contact data and an uncomplicated export of the data to the CRM (customer relationship management) of the exhibitors. In addition, when the PSI trade show badge is scanned, automatic visitor recognition immediately reveals whether or not the stand visitor is an industry customer and, if so, which distributor invited him – without revealing the entire contact data of the industry customer to the exhibitor. This enables suppliers to simply pass on all inquiries from industry customers to their promotional product consultants for further processing, and thus remain committed to indirect trading.

#### "Resounding success"

In our conversation with two of the three dMAS makers, Othmar Fetz and Clemens Stübler, both were "very satisfied" with the response to the system used for the first time at the PSI. Stübler: "A lot more exhibitors have used the dMAS than we had expected. We are pleased that the system has been so well received, particularly here at the PSI. Many exhibitors are already working with the system." According to Fetz and Stübler, by Thursday afternoon about 3,000 interactions and inquiries had been handled by the interactive tool, and many offers were generated during the trade show. "The cooperation with PSI was almost perfect. I think we can already describe using the dMAS as a great success for us and the PSI," adds Fetz, who is already looking forward to the next PSI.

#### Number of scans increased

Nina Schiffhauer, Project Manager at PSI, also confirmed the successful use of dMAS: "Whilst many suppliers and distributors were already familiar with the handling of dMAS, dMAS was mainly used by the exhibitors to capture visitor data, and also by distributors to track where industry customers were to simplify and stimulate business between the manufacturer-distributor and the distributor-industry customer as well as the preparation of offers. About 50 per cent of the exhibitors used the new tool, 74 per cent more than with the scanning method last year. The number of scans rose by 33 per cent. As with any new tool, there are minor adjustment issues, but we are tackling them and optimising them for future."

# See you

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#### Promoswiss



Inspiring conversations during the reception.



#### André Bachmann, New Wave New brand at a new stand

We were very satisfied with the trade show, especially as there were significantly important customers from all over Europe. There was also a lot of positive feedback about our new trade show stand. It is open, has an elegant look and is the ideal platform to show our brands and our internationality. A highlight is our new brand, J. Harvest & Frost, which we are presenting for the first time here. The exclusive collection offers chic outfits for the entire business spectrum - from the office to the dinner party. Unfortunately, on Thursday there were not as many industry customers as we had hoped for. However, it was interesting to hear what customers are looking for and what they use the products for.

#### Swiss Apéro at Staedtler

The "Swiss Apéro" has become a popular tradition during the PSI Trade Show. Promoswiss, the association of the Swiss promotional product industry, invited all members and trade show visitors from Switzerland to this informal meeting. The reception is an ideal platform to get to know the association more closely and to exchange information about trade show experiences as well as the current market climate among industry colleagues or to prepare for the forthcoming PSF Forum in Zurich/Dietikon. On this occasion, the host of the Swiss Apéro was the company Staedtler Promotional Products which welcomed the guests with original "Franconian tapas" from the home city of Nuremberg. **www.promoswiss.ch** 



On this occasion, the host of the Apéro was Staedler Promotional Products whose manager, Oliver Leykam (centre) welcomed the guests. Promoswiss President Roger Riwar (left) and the Promoswiss Secretary and new Staedtler employee Adrian Schmidhäusler (right).



#### Badge of honour for long-time members

The PSI 2017 presented itself as young and dynamic as ever. The fact that the PSI has lost none of its attractiveness for many members is clearly proven by one figure: In 2016, a total of 146 members celebrated many years of membership. Specifically, we are talking about 25, 30, 40 and even 50 years of membership in the international network of the promotional product industry. And this is remarkable loyalty considering that the PSI itself was not founded until 1962. This loyalty was duly acknowledged in January during a small champagne celebration at the leading trade show for the European promotional product industry. Not all the jubilarians were present. However, the 22 who were in Düsseldorf either as an exhibitor or distributor-trade visitor were presented with a badge of honour by PSI Managing Director, Michael Freter. Of the nine Gold jubilarians, two were in attendance. All jubilarians - present and absent - represent what Michael Freter described as a "fantastic industry that has developed fantastically". The PSI managing director added how important the PSI and its members are for each other: "We have made a lot of them great. They have made us really great."

Axel Dostmann (left) from TFA Dostmann and Patrick Schober from Wertpräsent Promotion were delighted to be acknowledged for 50 years of membership in the PSI.

The following member companies who were present at PSI 2017 were honoured for their long-standing membership in the PSI:

#### 25 years:

Allround Werbeservice Gustav Daiber ideeplus Inspirion JK Werbung MAPS ML Werbeartikel PRE VOX Sandam Benelux Siegrist The advertising werbemax

#### 30 years:

Hedi International Kössinger Schlösser GmbH Schülbe Werbemittel Snel Braber Wienröder

#### 40 years:

H&P Werbeservice Richartz

#### 50 years:

TFA Dostmann Wertpräsent Promotion

The 22 anniversary members who were present at the PSI 2017 as either an exhibitor or a distributor-trade visitor were presented with the "badge of honour". In total, 146 members celebrated many years of membership in the international network of the promotional product industry.





Competence Area

#### Achim Christa, Lediberg Industry Customer Day boosts image of entire industry

PSI is the most important trade show for us because we meet all our distributors here and have the opportunity to inform them about new products. As a supplier, we see ourselves as partners of our distributors and support them with our expertise. We take a positive view of the Industry Customer Day. It is particularly important to dispel the distributors' fear. The trade show is not about prices; the industry presents the entire range of promotional products in a highly professional manner. It is about boosting the image of the industry and of the distributor.

#### A good dozen services

Strictly speaking, when it comes to competence, it is very difficult to express it in figures. There is a minor exception to this, however: the PSI Institute Competence Area. It consisted of a good dozen services which reflected the diverse spectrum of the international network of the promotional product industry. Designed as an information and contact platform, the area offered all PSI services, the PSI Sustainable League, the PSI Institute – Best Practice Forum, the PSI FIRST Club as well as lounges for chatting and chilling.



#### Cristina Bonet, Bic Graphic Industry Customer Day: a great experiment

It is very busy here at the PSI. We are delighted about the high number of visitors at our stand and the excellent feedback we regularly receive. We undoubtedly have the advantage that our brand is easily recognizable and stands out from the mass of the exhibitors. We have a positive view of the Industry Customer Day; It is a great experiment. In addition to numerous new products, we can also present two brand new product categories to our customers: a BIC® bag collection and a selection of BIC® shavers for her and him.



#### Mats in individual designs

A quick new look: With the help of "Fotoboden", the individually printable and patented vinyl flooring, even homes can now be individually designed: for example, with protective mats in the kitchen area or dog mats. A further advantage: Gone are the times when grease stains had to be strenuously removed from tiles or from the carpet floor. Fotoboden is simply wiped clean when dirty. In addition, Fotoboden meets all fire safety regulations and can be laid safely anywhere in the house. The photo-realistic print with up to 1.8 billion pixels per square metre allows for almost any design. This was also demonstrated by the floor stickers at the PSI 2017 where Fotoboden, as the sponsor of the first PSI Industry Customer Day, pointed visitors in the right direction. Fotoboden is a product of visuals united ag based in Kaarst. As a specialist for printed floors, visuals united AG offers design, printing and product development. Further information: **www.fotoboden.de** 

No matter whether it is Delfter tiles or a "Dinner for One", Fotoboden can be used wherever good design is required for a suitable application.





#### Jörg Herzog, zogi Collections in a masterly design

Our stand was always busy. It can hardly get any better! Our main focus revolves around trendy electronic promotional products. In keeping with the innovative BASE product line which combines minimalism and individualism in a masterful way, our new products also focus on the concept of collection. For example, the "Klangstoff" Bluetooth speaker and the "Kraftstoff" powerbank which are presented in an elegant, trendy retro design. Stylishly covered with fabric, they are perfectly matched to one another. And our cap with an integrated, removable headlamp, a practical accessory for all outdoor fans, is already a hit.



#### Jan Breuer, mbw Quality and safety are becoming increasingly important

First of all, my impression of the whole stand: Tuesday was weaker than in the previous year, but then all the companies had a lot of energy and lively conversations were held. What was noticeable to everyone in the Choice Group: Customers would like to advertise with a clear conscience, so quality and social compliance are also important issues at the PSI trade show and we have adjusted our product portfolio accordingly. The new finishing technology HXD makes a motif special and adds an attention-grabbing three-dimensionality.

#### **Impressive options**

PF Concept

> PF Concept has started the new year in impressive fashion: At a new stand, visitors received a clear and attractively structured insight into the numerous product worlds of the multi-specialist. Among the approximately 10,000 products available, remarkable innovations in the fields of technology (keyword: virtual reality), drinkware and premium brands (e.g. Parker) were represented. And with HXD, PF Concept presented a new finishing technology that takes corporate fashion and promotional clothing to new dimensions. This innovative process is particularly convincing because of its high richness of detail in multi-coloured motifs and a 3D wow effect. In this way, promotional product textiles are no less exciting than fashionable collections from specialist retailers. With HXD, even a trendy metal look is possible. Customers can choose between a metallic, chrome, gold or silver finish. This makes a logo a shining eye-catcher. PF Concept offers HXD on almost every textile from its portfolio. To achieve the ideal effect of this finishing technology, the service technicians of the promotional product expert will gladly provide assistance. www.pfconcept.com



#### Jukka-Pekka Kumpulainen, Nella Kumpulainen, Helsinki Woollen Sock Factory

#### Successful premiere

We are a small, traditional family business from Finland specializing in the production of woollen socks. We are participating as an exhibitor at the PSI for the first time and are very enthusiastic. There is really a lot going on here. Our stand is conveniently located. Lots of visitors come by. This is certainly a successful premiere for our company.


### Wojciech Pawlowski, badge4u Good quality of conversations

Although the number of visitors to our stand this year was not quite as good as last year, we are very satisfied with the quality of the conversations we held. And that is the most important thing for us. If we weigh up the quantity and the quality, we have a positive result and our participation at the PSI has paid off.



## The Post-it® photo promotion ensured a



### Massimiliano Moro, Maxema Positive feedback about our new campaign

Unfortunately, there have been fewer visitors this year. However, the feedback from the visitors who were at our stand was overwhelmingly good. We are especially pleased that we have received such great feedback about our new campaign. Our new stand design has also been very well received. Our main aim is to ensure that our overall concept is convincing. I believe we have achieved this.

### **Productive conversations**

This year, the PSI was again a great success for Michael Schiffer Promotion GmbH which has been marketing Post-it® Promotional Products in exclusive licensing for 3M in Europe since 2013. "We are very happy about the productive conversations with distributors and their customers, new contacts for marketing and sales, and particularly the many inspiring impressions from the entire trade show," says Melanie Hesselmann, Marketing Director. The message "Make your brand: Look its best.", combined with the Post-it® quality brand promise, was well received in the discussions at the stand. "We have heard a few new anecdotes from distributors who do not want to take risks in terms of quality. We are now looking forward to intensive follow-up work and to tackling the new projects that follow the PSI," added Hesselmann. The photo promotion which once again playfully reminded us of the company's brand promise was very well received and ensured a good mood at the stand. All the people who had been photographed immediately received their own photo to take home. www.promotion.michaelschiffer.com

### New horizons

During the PSI 2017, the industry expert and long-time participant in the Scandinavian promotional product market Klaus Beyer acted as a PSI representative at the Scandi Base in Hall 11 to establish contacts with interesting manufacturers, suppliers and trade show organizers in the Nordic regions of Europe. The focus was on the high-quality trade shows in Sweden, Norway, Finland and Denmark. These include the trade shows (all open to German exhibitors) Promotion Mässan of the Swedish association SBPA (January in Kista, Stockholm), the Nordic Profile in Jönköping, Sweden, the PWA Expo in Wanha Satama, Helsinki (end of January and the end of August) as well as The "Fashion House" in Finland, the NBR (Norsk Branch Reklamering) of the Norwegian promotional product association and, more recently,

a new "very interesting" (Beyer) trade show in Odense, Denmark: the MyVendo Fair (early March). This is merely an outline of the trade shows which Klaus Beyer has in the portfolio and for which he provides the support, organisation and handling of participation for interested partners. More recently, he has been acting as a representative or consultant at Zogi, Halfar, Post it/Michael Schiffer and Pixika for Scandinavia. If you would like to know more about the Scandinavian market and its opportunities, you can contact Klaus Beyer directly: Tel. +49 5824 985826, mobile +49 172 7477262. **klaus@beyergmbh.com** 

Enormous expertise and contacts in the Scandinavian promotional product market are provided by industry expert Klaus Beyer.

Scandi Base





### Christoph Gawlytta, Myligacard Great feedback

As a first-time exhibitor, we were right on the spot with our beautiful, open stand. And our neighbours are extremely nice. We would like to take this opportunity to compliment the organizers of the PSI! We feel very well looked after. We are impressed by the response for our product, the Myligacard, an analogue app in the form of a credit card, which provides information about the match pairings of the German football league by means of a clever yet simple sliding mechanism. The principle can also be applied to other subject areas, however. Currently, we also have timetables, pollen calendars, a voice card and displays for major events in various sizes. Added advertising value is also ensured by positioning product information, advertisements or a QR code. Thanks to the great feedback at the trade show, we have received further suggestions.



### **Creative time out**

The writing instrument manufacturer Schwan-STABILO once again come up with a special stand design which in itself enticed visitors to step into the cubic-shaped presentation composed of red-shaded squares and take a closer look at the "perennial classics" and new products of the traditional company. A large board in front of the stand provided creative incentives to try out a trend called "adult colouring" using the STABILO colouring set "Creative time out" which offers adults the opportunity to relax by colouring artistic motifs with a wide range of colours of the STABILO point 88 fineliner.





### Peter Stelter, PF Concept New dimension of finishing

So far, we are absolutely satisfied with the trade show. Our new portfolio covers around 10,000 products, including many new, quality items that we use to set trends, be it in the field of technology or through our new, exclusive finishing technology HXD, which takes corporate fashion and promotional clothing to a new dimension. And this is just a small section. The strong beginning of the trade show is very encouraging. We are also looking forward to the Industry Customer Day and have already scheduled promising appointments in advance and are expecting several well-known companies. We are looking forward to meeting the so-called end customers in order to provide them with a first impression of the thematic breadth and qualitative depth of our portfolio.



### Karin Pfrommer, Nestler Technique meets design

Our innovative electronic products and lifestyle articles have again been very well received by our customers. All our consultancy rooms are constantly occupied. Our new, cool, strikingly designed "Soundbar" Bluetooth speaker has proven to be one of our top products. Our "Technique meets design" strategy as well as our promise that Nestler's quality, price and performance are spot on are manifested in this PSI FIRST product.



### Absolutely worth listening to ...

... were the performances of the musical trio called "Trio Unbedingt" consisting of a lead guitarist, a bassist and a percussionist. They set exquisite musical accents with several impressive gigs during the three days of the trade show, whether with relaxing songs in the Mahlwerck Café or as the opening band of the great after-work party at the end of the opening day of the PSI. The guitarist and vocalist was no stranger: Anselm Müller-Gastell, currently Sales Director at Kicks Promotion, revealed his musical talents.





### An evening with the Choice Group

FARE, Halfar, Daiber, Karlovsky, SND and mbw, the companies of the Choice Group, are traditionally synonymous with quality and diversity. This was proven at their joint stand in Hall 12 again this year. Regardless of which company attracted visitors, the unifying concept enabled visitors to get to know all the other product ranges as well. In the middle of the stand was a stylish catering zone with spaces for relaxation and consulting. This made a perfect backdrop for the champagne reception of the Choice Group on Wednesday evening. Frank Schreiner from JCK Holding, the parent company of the Choice Group, welcomed the guests and trade show teams to the event. Following the champagne reception, the high-spirited evening continued in the Taverne Pegasos, a rustic Greek restaurant with plenty of food and drink. BRING WE TRADE SAVE

### Stef van der Velde, Giving Europe Three busy days

We are very satisfied. The PSI was a resounding success for us. We had a bigger stand in a new look this year and more visitors than the year before. We will now have to wait and see how successful our conversations were. In any case, we were really busy for three days. Admittedly, we are also very active. We invite distributor customers from various countries to visit the PSI. This year, we had a higher number of visitors from southern Europe.

In high spirits: Rolf Daiber (left) and Kai Gminder.





**months** is how long, on average, an umbrella is used as a pro-

motional product by its recipient – and thus it still lies ahead of powerbanks (12 months). This was the finding of the Impression Study 2016 of the Advertising Specialty Institute ASI. of British marketing managers would like to spend more on promotional products. This compares to only 38 per cent on improved product ideas. This was the result of a study commissioned by the British association BPMA.



**recipients of a promotional product** *remember* the branding, 8 out of 10 the promotional message on at least one promotional product they have received. This is the finding of the Consumer Study 2016 of the PPAI (Promotional Products Association International). **First place** for the most effective advertising channel across generations went to the promotional product according to the Consumer Study 2016 of the PPAI.



# euro of advertising budgets in Germany is invested in promotional products.

# Three quarters

of suppliers (76 per cent, 62 per cent in the previous year) and 67 per cent (60 per cent in the previous year) of the promotional product consultants in Europe reported an increase in turnover for 2016 compared to 2015, according to the PSI Industry Barometer.

# **3.47** billion

**euros** were spent on promotional products by German companies in the 2016 financial year. This figure was recently published by GWW Gesamtverband der Werbeartikel-Wirtschaft e.V. and confirms the continuing trend in recent years.

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The PSI trade show in the fashion city of Düsseldorf has long been regarded as the centrepiece of **trendy promotional clothing.** Whether it be in leisure time, playing sports or at work: **promotional textiles are in vogue.** 

### Advertising next to the skin

Hand and bath towels like those that can be ordered from Römer are a suitable and practical gift at any time of year. They can be put to many different uses, whether at home, on vacation, or in the sauna and wellness sector. In addition, they are long-lasting and of high quality. The towels are especially effective when provided with full-area 4c digital printing. They can sport an individual design on orders of 100 or more! The Römer towels are made of 70 per cent cotton and 30 per cent polyester microfibre and come in two sizes.

PSI 51428 • Römer Wellness Tel +49 6541 812950 info@roemer-wellness.de www.roemer-wellness.de https://www.psiproductfinder.de/mjnkot

PSI 47769 • Brumley Tex – Uwe Brumley e.K. Tel +49 2572 94301-0 dennis@brumley-tex.de • www.brumley-tex.de https://www.psiproductfinder.de/mzzInt

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# Simple and better

The B-Tex-Transfer from Brumley offers "better screen printing transfer for textiles." Customers of Brumley Tex can save time and improve the range of offers using B-Tex-Transfers. The advantages of the B-Tex-Transfers are that they are durable on nearly all textiles, a "power transfer" with a sublist top layer for softshell. They have very good edge definition, unlimited choice of colours, and can thus exactly reproduce any customer logo. On initial orders, there are additional transfers for quick reordering, and the surplus transfers are stored instead of items already printed. What is more, there is no trimming, no plotting, immediate pressing. More information and free samples can be found at: brumley-tex.de/b-tex-transfer/ www.psi-network.de

PSI Journal 3/2017



# For heady messages

The Up To Date five-panel cap from Inspirion puts customers in touch with current trends. The exciting material mix provides for pleasant, comfortable wearing and makes the cap a fashionable accessory. The visor and front segment have a convincing canvas look and the lightweight Jersey fabric shows to good advantage on the back of the head. Thanks to an adjustable Velcro fastener in a different colour, this headwear can fit comfortably to the shape of the head. With this headgear in six colour combinations, employees, end customers and promoters become bearers of advertising messages.



# **Pocket-sized refreshment**

A can that belongs in every (trouser) pocket is part of the Kalfany product range. Before meetings, on trips or in town, little peppermint lozenges or even chewing gum are always a welcome refreshment. Many (brand-name) classics are available for the contents: including Kalfany sweets, Pulmoll throat lozenges, chewing gum or peppermint lozenges. The practical, customizable 20-gram promotional can comes in eleven bright colours. **PF** Concept



HXD steht für High Definition with an eXtra Dimension, eine einzigartige, neue Art der Werbeanbringung. HXD kombiniert die visuelle und hochwertige Eigenschaft eines 3D Sticks mit der Farbvielfalt und Detailtreue eines Transfers auf einem Emblem. HXD ist eine einzigartige Möglichkeit der Logoumsetzung, um Ihre Marke in Szene zu setzten.

+49 (0)2822 9600 contact-DACH@pfconcept.com WWW.PFCONCEPT.COM



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

# Headpiece

The current Giving Europe product range includes a stylish, two-colour baseball cap (black/white, red/white, green/white, or blue/white). The five sewn segments make for a ball shape that corresponds to the shape of the head. The Velcro fastener can be individually adjusted. The material is made of polyester that absorbs almost no moisture and is moreover tearproof and chafe resistant. Advertising is applied by means of screen or transfer printing.



PSI 46918 • Topkapi Tessuti S.r.l Tel +39 031 563668 info@topkapitessuti.it • www.topkapitessuti.it www.psiproductfinder.de/njkyot

# **Italian elegance**

This set from Topkapi Tessuti, consisting of necktie and scarf with smartly placed customer logo is distinguished by Italian elegance. The jacquard weave necktie made of high-quality silk stain matches the fine chiffon scarf, also silk, and is the perfect appearance for every trade show. The high-value accessories are made exclusively in Italy and, according to the manufacturer, comparable to designer quality. Minimum order quantity is fifty.



PSI 40940 • IGRO Import- una Grobhandek GmbH • Tel +49 6432 91420 info@igro.com • www.igro.com https://www.psiproductfinder.de/nzhlng

# Drying off with pep

Dish towels do not have to be boring; at least the designers at Igro, who have created a new collection of dish towels, don't think so. These fresh, cheeky printed motifs on high-quality materials make an entertaining pleasure out of tedious kitchen work. Customers will be delighted with this sort of promotional gift, which makes work more pleasant. Pure cotton in high-value 170 gram/square metre quality provides for fast and good results when drying. The dish towels in the standard size of 50 x 70 centimetres can be printed individually.





### **Clever idea**

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The Turkish company CPI has managed to successfully combine a powerbank and a conventional notebook. This product is brand new and can be ordered starting immediately under the designation CPIBOOK. The same cable can charge both Android and IOS devices. The dimensions are 21 x 13.5 centimetres. There is a choice of various colours.

PSI 49490 • CPI Dis Ticaret Ve San. Tic. LTD. STI • Tel +90 212 5442138 tolga@cpipromo.net • www.cpipromo.net https://www.psiproductfinder.de/ztllnz

# Have a look

New year, new look. This was the premise under which mbw restyled the Bodo Bär & Co collection from the MiniFeet<sup>®</sup> Family. Shirts can be had in twelve strong colours in sizes S to XXL, as well as matching scarves. Everyone is intended to find something fitting, and those who like to experiment can mix scarf and shirt in different colours. The cuddly little guys for all of life's situations come on request with a T-shirt, necktie or scarf. In order not to miss any trend or to focus on an individual message, the styles of the wild bunch can, of course, be finished individually by printing.





PSI 45471 • Promodoro Fashion GmbH Tel +49 211 9090000 melanie.schuster@promodoro.de www.promodoro.de https://www.psiproductfinder.de/yme2zg

# Easy-care and pleasant

The highlight of the 2017 Promodoro collection is the ladies' and men's Poplin shirt, both long- and short-sleeved, available in sizes from XS to 5XL. The Poplin shirts are made of an easycare blended fabric and can be washed at up to 60 degrees Celsius. Another specialty is the "Do your own placket" concept, which enables the button facing to be designed according to customer specifications. PSI Journal 3/2017



www.reviermanufaktur.de https://www.psiproductfinder.de/zmrhot

# **Always in focus**

A mobile phone, a wallet and especially a key – hardly anybody leaves home without these three things. It is all the more interesting to use an everyday companion as an advertising vehicle at the same time. A fine laser engraving or a full-surface print make it possible to decorate the "Keykeepa" with a personal design. In this way, employees and customers always carry the brand of the advertiser in their pockets, "always in focus". With its innovative look, the individual "Keykeepa" attracts everyone's attention. The "Keykeepa" is a registered trademark "Made in Germany". It features high-quality workmanship, a careful selection of materials and a variety of finishes.



# The art of detail

Pochette was once intended for merely practical purposes. Men used it to clean their jackets or even shoes. Nowadays pochette has its own place in every man's closet. It's a detail that compliments your outfit and is a purely decorative accessory. Promo House offers pochettes made of the finest and most fashionable fabrics such as: silk, wool, modal or their combination. The company applies various types of print: screenprint, digital print or hand painted. Pocket squares are hand hemmed which makes them unique and posh. The product is individually packed.



# **Easter Bunny**



The Easter Bunny made of wood and felt is packed in a transparent bag. The card is printed in a completely individual design on both sides.

Heri-Rigoni GmbH emotion-factory



PSI 48792 • Moleskine B2B Distribution D/A/CH • Tel +49 40 609459900 moleskine@exclusive-gifts.com www.exclusive-gifts.de https://www.psiproductfinder.de/njm2zd

## **Travel in style**

Similar to the legendary Moleskine notebook, the luggage tag of the company is fitted out with an elastic closing tie and offers room inside for name, address and finder's reward. It comes in classic black or the eye-catching signal colours of azure, lime green or magenta. The size is 9.7 x 6 cm, hardcover with rounded corners and closing tie. Finishing can be done by means of logo embossing or screen printing.



Tel +420 777 151946 martin.kozubek@sale-ostrava.cz www.sale-ostrava.cz https://www.psiproductfinder.de/mwu3yt



PSI 44972 • Invictus Vertriebs-GmbH Tel +43 1 8696616 invictus@krawatten.at • www.krawatten.at https://www.psiproductfinder.de/zjawnd

### **Newness and vitality**

Invictus recommends neckties and cloths in the trendy colour of greenery selected by Pantone as the official "Colour of the Year 2017." The lush, bright green greenery colour signalizes newness and vitality and symbolizes nature reawakening in the spring. Silk accessories in this inspiring colour are ideal as eye-catchers for customers who want to make a subtle fashion statement. A wide selection of up-to-date patterns can be supplied as a custom-made product, as well as other colour combinations, of course. They can be customized by means of jacquard weaving, printing or label and packaging.

### Fair trade all the way

The Czech company Sale is adding two suggestions to the month's theme of textiles. Both products – a kitchen apron and a cotton carrying bag – are made entirely of fair-trade organic materials and can be printed entirely as desired. So anyone who wants to score with environmentally compatible advertising has come to the right place here.



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# **Premium buttons**

Button-King.de produces premium buttons in various sizes and shapes for the promotional products industry. Whether round, square or rectangular, buttons are an inexpensive but effective way to be permanently present for one's target group. For instance, they can be easily fastened to clothing, caps or backpacks. All buttons from Button-King.de are made in Germany at the company headquarters in quantities of 1 to 100,000 and more. Thus, short delivery periods and high quality are guaranteed. As an option, all products are packed and made up ready to sell. PSI members benefit additionally from particularly favourable conditions and special service.



# PSI 46913 • Malgrado fashion & promotion GmbH • Tel +49 2207 704090 s.rueth@malgrado.de • www.malgrado.de https://www.psiproductfinder.de/ngiyow

# **Brightly coloured**

Thermopatch developed the Flex-Colour-Transfer for multi-coloured, detailed advertising messages or company logos on elastic textiles. The high-resolution, full-colour printing provides for long-lasting, brilliant colours and impressive colour gradients, even for reproducing photographs true to the original. These screen printing transfers are easy to process and uncomplicated to care for. Flex-Colour-Transfers can be washed at up to 60 degrees Celsius. The backing film can be pulled off immediately after the patch process, no cooling-off period is required. The minimum order quantity is 25.

# Caps with a cult character

Caps are the all-rounders among promotional products, universal and at the same time extremely versatile, with models for every area of application. With orders of 1,000 or more, Malgrado Caps will produce them in any desired material, individual shape and special colour. They are finished as desired in the form of embroidery, patch, printing or appliqué. In addition, the company will make individual labels in a customer-specific design. This turns every production into trendy, fashionable accessories.

# CHOOSE, DESIGN AND ENJOY

Unique in Europe and as of now available at:



Small quantities, fully personalized and made of top quality? As of now that's no longer a problem. It's now possible to order Reactive Printed Products via Araco International. This new technique gives you the possibility to print an allover full colour print of choice on 100% cotton.



# STEP 2: DESIGN

Feel free to be creative, with the reactive print technique it is possible to print allover full colour on cotton products.

- ★ Full colour on front and back?
- 🛧 Personalization per piece?
- 🛧 Sleeves with print, or just plain?
- 🖈 Necktape featuring your own logo?

# THE CHOICE IS YOURS!



# STEP 1: CHOOSE

Which product would you like to customize:

### AS OF 25 PIECES AVAILABLE

- ★ T-SHIRTS 165gr/m2 Jersey cotton
- ★ BLOUSES 120 gr/m2 Poplin easy care
- TANKTOPS 165 gr/m2 Jersey cotton
- ★ TOWELS 330 gr/m2 or 440gr/m2 cotton

### AS OF 100 PIECES AVAILABLE

★ BAGS- 165gr/m2 - Jersey cotton



# STEP 3: ENJOY

After the approval of the design production is started and within 4-6 weeks you will receive your unique products.

# CURIOUS ABOUT PRICES?

You can find the complete price list on our website: www.araco.nl





PSI 45721 • Masas Metal Ambalaj Tel ±90 444 3198 masas@masas.com.tr • www.masas.com.tr https://www.psiproductfinder.de/ytexmt

# **Decorative Metal Boxes**

PSI 46925 • Pins & mehr GmbH & Co. KG Tel +49 8233 79312-0 info@pinsundmehr.de • www.pinsundmehr.de ttps://www.psiproductfinder.de/zjuzrm

# **Classic promotional mix**

Apart from the classics – pins, lanyards, key chain pendants or shopping cart chips – to be used at trade shows, meetings, cultural or sporting events, Pins & mehr also has the Original Triggi<sup>®</sup>, which can be used as a customer loyalty tool as Triggi<sup>®</sup>plus. The best implementation of this advertising motif is ensured by the many years of experience and the all-round service of Pins & mehr. This Bavaria-based company also makes individual promotional and merchandising items to order. Masas offers decorative and fancy metal boxes. Competition is intense. Masas offers solutions that you can make a differences with your product. "We aim to add elegance to presentation of your products and value to your gifts for special occasion with the remarkable design and wide volume of our packaging." All materials used in the products of Masas comply with European ISO 9001 and ISO 22000 Standards. They are friendly to human health and nature because they do not contain heavy metal in their contents. The raw material of the product, tin, is eco-friendly which means that no waste or waste materials are generated during the recycling operations.

# **More safety**

The ultra-light belt pouch with LEDs and additional reflector strips is especially well-suited for (outdoor) sports because it is so comfortable to wear. Despite the narrow cut, it offers enough room to keep keys or money, for instance, safe behind the zipper. The adjustable, wide Flexi-Band is equipped with a large fast-action closure that is easy to work even in gloves. The LEDs with integrated fluorescent strips provide for a great deal more safety, especially in the dark.



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# Online Katalog, Imageträger und Verkaufskanal in einem

Sie möchten Ihre Werbeartikel online anbieten, haben aber keine Zeit, einen Online-Showroom selber einzurichten?

Dann ist der PSI Showroom 100 Ihr Sprungbrett in die Online-Welt. Denn er ist direkt gefüllt mit 100 – vom PSI Sourcing Team handverlesenen – Werbeartikeln.

Wir beraten Sie gerne!

### Jens Plass

Project Manager PSI � +49 211 90 191-297/ 鳥 -185 ⊠ jens.plass@reedexpo.de



### PSI Supplier Finder 1/2017 – Update entries now

The PSI Supplier Finder is a reliable source for distributors to find suitable PSI suppliers. Whoever is in the PSI Supplier Finder will be found. PSI's official supplier directory is published twice a year and sent to all PSI promotional product distributors. In addition to company master data, it also contains important information such as product groups, certifications obtained and a compact overview of the TOP 150 suppliers in the PSI network. PSI members (manufacturers and suppliers) can already secure their entries in the first edition of Supplier Finder 2017. Entries can be made until 3 May 2017. At **https://www.psiproductfinder.de/de/account/profile**, PSI members can log in with their PSI login data to edit the online form.



# ndustry

### Personal data



### New sales representative

Maintaining personal contact with business partners on site is one of the services that have been very important to Vim Solution for years. **Samir Halilovic** has recently joined the service-focused company. "With Samir Halilovic, we were able to gain an in-

Vim Solution

tion-friendly field service employee who boasts a great deal of know-how and has great pleasure in working with people", says Michael Liebhaber from the management. **www.vim-solution.com** 

dustry-oriented, communica-

### Puchtler goes, Fischer comes

The management of Giving Europe BV ended the cooperation with the Managing Director of Giving Europe GmbH, Michael Puchtler, in January. Due to differing views regarding future developments, both parties have decided to go separate ways. At the beginning of February, **Olaf Fischer** officially took over the tasks of Michael Puchtler.

www.givingeurope.com







Drink-Safe is a bottle seal which tightly seals PET drinking bottles

and thus protects thirsty throats from pathogenic germs.

# Safety when drinking

The promotional product professionals at Gunnar Sprinkmann GmbH have launched the exclusive distribution of Drink-Safe in Germany. Drink-Safe is a bottle seal which tightly seals PET drinking bottles and thus protects thirsty throats from pathogenic germs. "The Drink-Safe gives you a safer feeling while drinking," says managing director Gunnar Sprinkmann. "Wherever people meet, work together or spend their leisure time, drinking

> bottles are used and confused with one another from time to time. This is exactly where the Drink-Safe fulfils its purpose. "The product is protected

by means of a numerical lock as well as by personalisation: if you identify the PET bottle seal with your name or a photo, your own drinking bottle becomes unmistakable. The Drink-Safe fits onto about 80 per cent of all commercial PET bottles and is of interest to the beverage industry and the health sector, but it is not limited to these. You can find more about this topic in the next issue of the PSI Journal. **www.sprinkmann.de** 



Thomas Hendriksen

### **Thomas Hendriksen now Shareholder**

Powerbrands has welcomed Thomas Hendriksen as a shareholder. The Dutch company, owned by Alexander van den Berg, manufactures Markclip and well-known products as the Tapler and Drink Tray. It is active on the market already for over 30 years. Powerbrands has based its production and sales in Poland, which gives the company a strong and flexible position. The company is taking benefit of the upward trend in marketing spendings. "Power-

brands is a promising company, where my creativity, knowledge and experience come on the right moment. Alexander and I have known each other for a long time and our skills and experience are complementary to each other. I have faith in him, the crew

and this company. The company is lean and mean and the sales network exists out of 54 countries. Our plans are aimed to become much more interesting for distributors than we are now", said Hendriksen. **www.powerbrands.com** 

### New key account manager

CD-LUX GmbH is further expanding its key account management. With immediate effect, **Eva Pletl** is reinforcing the experts for sweet promotional products in customer support in Germany. Eva Pletl has many years of experience in sales and is distinguished by a high level of customer and service orientation. In the future, she will be responsi-

orientation. In the future, she will be responsible as a key account manager for customers in the letter range A-G. **www.cd-lux.de** 



### New sales manager

Sanders Imagetools, the promotional product specialist for beverages, Bio TeaSticks, cosmetics and hygiene products, has appointed a long-standing employee, Birgit Neyer, as head of its sales team with effect from 1 January

2017. Managing Director Stefan Fleischmann: "For 16 years now, we have valued she as a proficient and experienced con-

tact person." www.imagetools.com



Sanders Imagetools

### Re-Branding: IPPAG have become Prominate

IPPAG Global Promotions was formed 6 years ago out of the IP-PAG Cooperative with a vision to align partners from across the globe to deliver worldwide promotional product and branded materials programs with a clear brand led perspective and process. With both the IPPAG Cooperative and IPPAG Global Promotions operating under the same name, IPPAG Global Promotions needed to clarify their position and state the very clear differences between the organisations. IPPAG Global Promotions have changed

their name to reflect a new chapter in their global development and have now become Prominate. Emily Grice, Chief Client Officer said: "We sought an identity that bet-



ter reflected our unique global and local set-up, which enables us to draw on regional skill sets and local perspectives. A much bolder, market leading identity was becoming imperative as we began to satisfy more and more global brands". **www.prominate.com** 



It was already the 18th in-house trade show of Röhrs Werbe-Service GmbH. But it was the last one under the aegis of Horst Holzschneider who has now entrusted his company to the Moll Group which now takes over the symbolic logo of the kangaroo in glowing magenta.

**Röhrs Werbe-Service** 

# The kangaroo leaps on and on





his year's "KänguruWerbeTag" (Kangaroo Promotion Day) was thus particularly special as it was also the day when the long-standing Managing Director Horst Holzschneider hand-

ed over the reins to the new management, represented by Mirco Hässlich, Managing Partner of Moll Logistik GmbH, and Alex Heinecke, Managing Director of WER GmbH, under the umbrella of the Moll Group, which in addition to the other companies Koch Promotion, Austria Promotion, Presit, Hanse Promotion and Moll Promotion now also includes Röhrs Werbe-Service GmbH as its eighth business unit.

#### Acquisition by the Moll Group

"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

ndustry

on the baton and I am very pleased that from a large number of applicants I have been able to select the Moll Group as a professional and future-oriented partner," said Horst Holzschneider, who will continue to serve the Moll Group as a consultant. The present Röhrs team members Ariane Lercher and Anja Korczak will be part of the team of WER GmbH.

#### The kangaroo has established itself

Over the past 18 years, Horst Holzschneider has managed to make his company a sought-after partner in the advertising industry in Düsseldorf and far beyond the boundaries of the state capital of North Rhine-Westphalia. The Röhrs in-house trade show, which was held at the same time as the takeover, was the first promotional product trade show in the state. And the kangaroo has been the company logo for the past 16 years. During this time, Horst Holzschneider and his team have succeeded in establishing the magenta coloured marsupial as a brand for first-class promotional products, comprehensive service and intensive consulting with ever-growing success.

#### Brand essence will be taken over

"In the search for a company successor, I have held various interviews externally and internally, and I have finally decided to choose a candidate from the industry," explains Horst Holzschneider. He and Mirco Hässlich, head of the Moll Group, have known each other for a long time and have always "treated each other very fairly" at the distributor level. Hässlich also praised the "very frank and collaborative communication" from the very outset: "The company's integrity was of course very important to us in the acquisition. And in this respect, there was a really good basis at Röhrs Werbe-Service GmbH. In the industry, we believe there are few people who do their job as service- and customer-oriented as Mr. Holzschneider. That is why we are also very glad that we are allowed to be here today," commented Mirco Hässlich. "The quality level and the corporate philosophy fit perfectly with ours. We also maintain an intensive, personal relationship with our customers and, like Horst Holzschneider, we see ourselves in the conception primarily as consultants for the customers, not as buyers of promotional products. The 'KänguruWerbeTag' is an institution in Düsseldorf. We are also planning to take over this together with its brand essence," says Hässlich.

#### "Focus on the essentials"

After a successful business year, the "KänguruWerbeTag" again provided countless ideas and impulses for advertising companies. At a well-known and proven venue, the event level in the Finanzkaufhaus of the Stadtsparkasse Düsseldorf, 35 exhibitors – including many well-known brand suppliers – presented the trends and highlights of the new promotional product year. Under the motto "Focus on the essentials", around 130 companies with approx. 270 people were invited to give detailed information about the qualities of their new products, supervised by the service-oriented Röhrs team. In his welcoming speech, the departing boss Horst Holzschneider expressed the wish "that the Röhrs kangaroo should always have a plump pouch." In this spirit: Let us hope the (advertising) leaps continue!



The Röhrs supplier partners sharpen customers' "focus on the essentials" of representational advertising.



Promotional products are also good for this: they bring light into darkness.



Industry expert Stefan Endter (centre), most recently at Stelton and previously at Texet, joined Senator at the beginning of February and now works for the Groß-Bieberauer-based company in the north of Germany.

On 7th and 8th February, the German Promotional Product Association (GWW) met in Offenbach. The agenda included not only reports on the association's work but also informative lectures on current topics. Unexpectedly, the officiating Chairman Patrick Politze announced his resignation and the election of Frank Dangmann as his successor.



### **GWW Annual General Meeting 2017**

# Comprehensive information and a surprise

n the first day of the meeting amidst the imposing backdrop of the former slaughterhouse, the sections met to further elaborate their tasks and to expedite the process of shaping the identity of the still young

association to represent the German promotional product sector. On the following day, the focus was on the finances, activities and goals of the GWW; specialist lectures rounded off the busy meeting.

#### Growth and good financial position

Reports on the economic situation in 2015 and 2016 documented the good financial condition of the association, which leaves sufficient scope for the upcoming projects. Accordingly, the discharge of the Management Board and the management was unanimous. The fact that the association has now grown to 320 members with 28 new members increases the power of the industry representation, which can look back on a number of successful projects in the period under review. This includes the cooperation with the Institute for Taxation in Berlin and the ZAW, which is to be continued. When Lothar Binding (member of the Bundestag and financial spokesman for the SPD) visited the Trend as well as in numerous talks with politicians, associations and institutions, the industry was able to explain its problems and concerns. An important step was the integration of the industry positions into the BGA position paper at the Bundestag election. In 2016, the main focus was on the consolidation and reorientation of the association.

#### Specific objectives

According to the statements of GWW Chairman Patrick Politze and Managing Director Ralf Samuel as well as the

reports of the board members Jürgen Geiger (Digitalisation working group), Ronald Eckert (Quality Assurance working group), Manfred Schlösser (Political Work working group) and Frank Dangmann (Compliance working group), the following fields of action and the main objectives of future association work can be derived:

- Creation of market transparency through studies (update of the Promotional Product Monitor and the Impact Study)
- Safeguards against excessive compliance rules, including the development of a compliance guide
- Intensification of the quality campaign to pursue "association membership as a quality seal"
- Optimisation of the Newsweek and the Trend as well as the active shaping of the new PSI Trade Show concept
- Expansion of the service and performance spectrum for members, also in the area of digitalisation. Member benefits through cooperation and special conditions.
- · Pro Promotional Product communication activities.
- More intensive cooperation with higher education institutions
- Seminars and training workshops
- Increased membership acquisition

Specifically, the relevant working groups will draw up recommendations and proposals for further action in all thematic areas. The conference participants were particularly interested in the report by PSI Managing Director Michael Freter on this year's PSI Trade Show which achieved a significant increase in all relevant parameters. The focus of attention, however, was on the first Industry Customer Day. The concept was developed by the Trade Show working group of the GWW and is to be further developed in this group.

#### Industry Customer Day concept will be discussed

"We strictly adhered to our rules and rejected all those who were unable to present an invitation. There were practically no organisational problems and no special incidents. However, workshops need to be organised for exhibitors and distributors," said Freters in his initial assessment. The registration of visitors must be optimised because scanning industry customers simplifies the procedure and reinforces the distributor. He advocated, among other things, greater consistency among exhibitors in pricing and a respectful co-operation between the inviting distributors. The overall assessment of the Industry Customer Day was positive. From the customer's perspective, however, it is very important that he is looked after by a distributor at the trade show. 70 per cent of the respondents made this observation. Based on the PSI surveys as well as a survey to be carried out shortly by the

GWW, the issues in question will soon be discussed by the Trade Show working group.

#### Change at the top of GWW

Patrick Politze surprised everybody by announcing that he will be resigning as chairman of the board of management of GWW as of 30 June 2017. "After eleven years of association work

in the GWW and BWL, the time has come for a change," said Politze. As of 1 July 2017, his successor will be Frank Dangmann. Dangmann has been a member of the GWW board since 2015. He was responsible for the Promotion Products Europe business division and the industry business at Lamy as an authorized signatory until October. "At the top of the association, we need a personality with industry experience who can tackle our many tasks professionally and with an objective view. That is why Frank Dangmann was elected," explained Politze. As is called for by the statutes in the case of personnel changes within the election period, the Board of Directors elected the new chairman and the choice was unanimous. As matters stand, in the course of the regular board elections next year, Dangmann will present his candidacy to the members. "I have great respect for the work of Patrick Politze who leaves an association in very good shape. I am looking forward to the challenge of continuing his work," said the future chairman. Patrick Politze was appointed honorary chairman of the GWW.

#### Industry-specific expertise

The afternoon was devoted entirely to factual issues. Firstly, Prof. Dr. Hans Rück from the Worms University of Applied Sciences presented the new Compliance Guide which addresses both consultants and the industry. In addition to all other measures, the guide is intended to create factual knowledge for all market participants, thereby avoiding competitive disadvantages for the promotional product through excessive compliance rules. Following that, Dr. Janine von Wolfersdorff (Institute of Finance and Tax, Berlin), Michael Pleines (Ferrero Germany) Torsten Sandkühler (Head of the Tax Department of BNP Paribas D-A) and Thomas Eigenthaler, Federal President of the German Taxpayers' Union (DSTG) took part in discussions. Dr. Arun Kapoor, a lawyer, talked about the criminal consequences of selling non-distributable products. Thomas Roßbach (a lawyer and Managing Director of RAL Germany) explained the added value of an RAL quality seal which would also be conceivable for promotional products. Prof. Dr. Ronnie Schöb (FU Berlin) rounded off the conference with a thought-provoking lecture "The EU is put to the acid test". <



As of 1 July 2017, Patrick Politze will hand over the chair of the GWW to board member Frank Dangmann.



Jürgen Geiger



Manfred Schlösser



Michael Freter



**Ronald Eckert** 

# The products presented here have one thing in common: they are useful as well as inseparable **companions** in our mobile society – and as an attractive **advertising vehicle** they offer the possibility to take the transported message far and for a long time into the world.

### Ducati dream

The story of the Ducati dream began in Bologna in 1926. The world's most attractive motorcycles are the result of a deep commitment to racing competitions; they are the purest expression of refined skill, unmistakable design and above all, a great passion for bikes. Sinuous, seductive and flexible lines with a permanent, timeless quality that sets an unsurpassable standard. BSC is proud to represent this concept with this ABS Trolley Ducati in three colours: 20", four double wheels, organized interior in two compartments, side combination locker, top and side handle with practical silicon grip.



PSI 41853 • Frank Bürsten GmbH Tel +49 7673 888650 info@frank-brushes.de • www.frank-brushes.de https://www.psiproductfinder.de/mzzhod

# **Completely in leather**

The high-quality shoe care set from Frank Bürsten, packaged in an appealing black leather case, is appreciated by customers at home and when travelling. The set consists of two polishing brushes made entirely with horsehair, a neutral and a black shoe cream, two polishing cloths and a shoehorn. The elegant leather case can be closed with a press stud. This shoe care set combines quality, optics and benefits into a single unit. On request, Frank Bürsten can affix company or promotional logos to the brushes and /or polishing cloths.

www.psi-network.de

PSI Journal 3/2017





PSI 47998 • Jute statt Plastik e.K. Tel +49 431 97999674 info@jute-statt-plastik.de www.jute-statt-plastik.de https://www.psiproductfinder.de/njc4nz

# Long lasting jute

The company Jute statt Plastik e. K. has created jute bags which are said to be more than a traditional shopping bag. The high-quality, hand-made bags are produced as a gift pack, as long-lasting shopping bags or as handbags for everyday use. The JB1313 is made of robust jute fabric, has 60 cm long, round woven comfort cotton handles for comfortable carrying in the hand or over the shoulder. The jute fabric is ideal for personalized prints and embroideries.



# **Decorative box**

The Czech supplier Sale offers a very smart jewellery box. The box is made according to customer requirements and combines the materials leather and velour. It also features a small mirror inside.



Freetime Backpack 🧾



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# **Perfectly stowed**

When travelling, businesspeople are always well equipped with the practical clothes bag from Global Innovations. Suitable for up to three suits or outfits, this garment bag is an absolute must for those who travel a lot. Foldable into a carry case, clothes remain crease-free and can be transported easily and practically. The customer can select his own colour and finishing himself. As a specialist for custom-made products, Global Innovations creates the ideal, individual travel companion.

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

### The somewhat different suitcase

In the search for a suitable present connected with suitcases or bags, one should look at the products offered by Römer Präsente. There is something unusual: the packed suitcase. With the cardboard suitcase in a vintage look, your trip can finally begin because the suitcase is packed to the brim: 500 grams of wholegrain bread, 300 grams of top-quality salami, 45 millilitres of mustard and 40 millilitres of delicious apple liqueur make a gourmet heart beat faster. An advertising message can be placed prominently on the suitcase with a sticker.



### Versatile

If you are looking for the ideal advertising bag, you will certainly find what you are looking for at Joytex. For example, the popular Lisboa bag made of non-woven PP material provides enough space for folders or everyday shopping in the supermarket, thus ensuring a long advertising effectiveness. Thanks to its long handles, the bag can be worn comfortably on the shoulder. Lisboa is available in 22 different colour combinations. Joytex has been printing all bags in its own screen-printing shop for 30 years, thus ensuring short delivery times. Up to six printing colours are possible.

# reisenthel.







shopper M



mini maxi shopper pocket



mini maxi dufflebag



toiletbag

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easy branding Lith our Corporate gifts





PSI 45666 • Halfar System GmbH Tel ±49 521 982440 info@halfar.com • www.halfar.com https://www.psiproductfinder.de/ntyyyj

# New leadership personality

The bag specialist HALFAR® presented its new "leadership personality" among its business backpacks at the beginning of the year: Lead, the notebook backpack. What makes it one of the best in the business bag collection of the Bielefeld-based company? At first glance, the Lead presents itself unobtrusively – and that makes it so exciting. Its colour: matt black. Its cut: straightforward. Its workmanship: elaborate. Its functionality: perfect. Above all, the matt black TPE (thermoplastic elastomer) is characteristic for the high-quality appearance of the Lead.



# Shopping as pleasure

There are no limits to the diversity of Steuber's shopping baskets. All baskets have a sturdy aluminium frame, a hardwearing fabric, a soft coated handle, they are foldable and hold 15 kilos of load. Models with interior or exterior pockets, very high-quality versions or baskets with a cooling function are available. A hard-wearing bag is also in the assortment. There are four designs in stock; more colours and patterns are available on request.



PSI 49795 • Reciclage Tel +49 6023 943375 info@reciclage.de • www.reciclage.de https://www.psiproductfinder.de/yjfizw



# Nature and culture

One of the indispensable sports and travel accessories is undoubtedly the toilet bag which is also part of Reciclage's range. But there is a special feature because the material is 100% recycled. In this way, the supplier not only wants to conserve valuable resources but also to offer sustainable products to those who have embraced the environmental concept.



PSI 46519 • DNS Kai-Uwe Neth Tel +49 30 78713388 berlin@dns-design.de • www.dns-design.de https://www.psiproductfinder.de/nde5yt

# Roll-up bag

A bag is always needed whenever and wherever you go: nautiloop, the roll-up bag developed and designed by DNS Design, is practical, handy and sustainable. With a volume of about 15 litres, the shoulder bag can be stowed in the smart pouch. A small aluminium carabiner enables the nautiloop to be attached anywhere, and a shopping cart chip integrated into the pouch is always at the ready. The article is the long-lasting alternative to the plastic bag and is ideal as an individual advertising medium.







Taschen und Werbung – ein perfektes Paar



Exklusivvertrieb über den Werbemittelhandel Halfar System GmbH | D-33719 Bielefeld | Germany Telefon: +49 (0) 521 / 98 244-0 | www.halfar.com

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

# Expressing style

Sending a message, leaving a mark and giving personal style an exclusive touch: The Corium Individuum from Staedtler offers the possibility of individual imprinting the finest leather and thus obtaining a distinctive, unique appearance. While the finishing makes the fountain pen or ballpoint pen visually unique, the haptics of the leather ensures an incomparable feel. As a premium gift which, among other things, can be used for anniversaries or as a reward for loyal customers, the Corium Individuum is available starting from a single piece.



PSI 44668 • R. Cermak – Minitaschenlampen Tel +49 7231 106105 info@penlights.de • www.penlights.de https://www.psiproductfinder.de/njhlyz

# No more fumbling

There will be no more fumbling around in the dark searching, for instance, for a dropped coin if you have the Magic mini-flashlight with key holder from Cermak at the ready. This stylish and small accessory is ideal for carrying in the handbag or on a key ring. A very bright white Nichia LED provides excellent light.



PSI 43917 • Sofrie S.A. Tel +33 1 43112222 addex@sofrie.com • www.addex.com https://www.psiproductfinder.de/zty3yz

# **Highly diversified**

In the assortment at Sofrie, everyone should find a suitable bag for carrying notebooks, accessories, sports equipment or things of daily necessity. For example, the 904PNG model, which is a notebook bag, is particularly striking with its appealing design and perfect functionality. This is also true of the 902PNG which also provides secure storage of modern communication media. There is also a sports bag which can be ordered under the designation 933PNG.





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### **Everything is in order**

Nothing will go amiss with the organizer case called 'Everything is in order' from Troika. Cables, adapters and chargers, makeup items, toiletries: The case organizes everyday items for on the road and at home. With its solid hardcover, it protects everything you value. A zip, three inner compartments, six elastic band loops and an inner partition are the main features of the practical companion. Advertising can be engraved on the back.



# So many ideas

If you are looking for good-looking luggage accessories check the luggage tags from Polsky Karty. Durable but light, plastic and colourful, matte or shiny, glittering, with spot varnish ... There is so many ideas for really outstanding, funny or elegant luggage tag. All depends only on the customer's imagination.



PSI 43917 • Sofrie S.A. Tel +33 1 43112222 addex@sofrie.com • www.addex.com https://www.psiproductfinder.de/zty3yz

# Well equipped

If you travel a lot, you should use travel tools which are not only functional but also of high quality. Such products are supplied by Sofrie in numerous versions. Especially the leather articles in the assortment are very popular. There are various models in various designs ranging from the briefcase to writing cases to document bags.

PSI Journal 3/2017

PSI 49795 • Reciclage Tel +49 6023 943375 info@reciclage.de • www.reciclage.de https://www.psiproductfinder.de/yjfizw

# For the sake of the environment

According to Reciclage, there are not enough environmental projects. Bags and home accessories made from recycled materials are lovingly upcycled in social projects and supported by Reciclage in the form of design and sales. A lunch bag made of tarp is also on offer. A true artisanal work with a social background, on the other hand, is a project in Brazil: Young people and women employed in a cooperation use old newspapers and transform them into high-quality raw materials which are then processed into practical gift packaging for wine bottles.



# For any occasion

Giving Europe offers a practical document bag that can be used for any occasion. Not too classic and not too sporty, it presents itself in simple black which suits everyone. The material chosen is a durable 600D polyester which absorbs virtually no moisture and is very tear and abrasion resistant. The size of 32 x 40 x 10.5 centimetres makes it easy to store A4 size paper. Advertising is applied by means of screen printing or transfer printing.



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PSI 42907 • Inspirion GmbH Tel +49 421 5227-0 info@insprion.eu • www.checkin-world.com www.promotiontops.eu https://www.psiproductfinder.de/ndbmnj

# **Travel lighter**

The Cork trolley set from the Bremen-based luggage specialist Check.In convinces with its carefree lightness while travelling. The extremely light hard shell cases made entirely from polycarbonate are both hard-wearing and shock-resistant. The material provides optimum protection against external impact and makes the Cork a robust travel companion. In addition, the matt surface is insensitive to scratches and fingerprints. The three-piece luggage set offers suitable suitcase sizes for family vacations, business trips or short trips. All trolleys have a weight-optimized design with a lockable and retractable trolley frame made of aluminium. It also features two-sided packing possibilities with a space divider and packing belt in the interior. The lightweight chassis with a 360degree radius ensures unlimited freedom of movement and enables relaxed manoeuvring. The TSA lock offers the greatest possible security when travelling to the USA and the UK. The Cork trolley set of the Check.In brand is available in four colours from Inspirion.

PSI 41847 • Hardenbruch - Alexander Hein e.K. Tel +49 5551 4069360 info@hardenbruch.de • www.hardenbruch.de https://www.psiproductfinder.de/zweymm

### As you wish

Hardenbruch presents high-quality artificial leather bags (Made in Germany). The bags are not only suitable for tools, but can be adapted individually for any kind of use. Hardenbruch can enhance the bags with an elegant advertising application.

## New series

Wherever you want to check in, anyone travelling with bags of the new Impulse series from HALFAR® travels business class. Consisting of a notebook backpack and the new roll travel bag, business travellers have everything they need. The black bags have a high-quality finish and thus become ideal companions to meetings, congresses or on vacation. A notebook, mobile phone, documents, magazines, snacks or everything you would like to have at hand will find a stylish storage space in the backpack.

> PSI 45666 • Halfar System GmbH Tel +49 521 982440 info@halfar.com • www.halfar.com https://www.psiproductfinder.de/ntyyyj

BRAINIAC
PSI Journal 3/2017



## **Echt hochwertig**

Das Unternehmen S. R. Brothers bietet eine komplette Kollektion an besonders hochwertigen Lederartikeln an. Unter anderem findet sich darin eine Tasche aus bestem Rindsleder in zwei Ausführungen: zum einen als Herren-, zum anderen als Damenmodell. Aufgrund des hochwertigen Materials und der hervorragenden Verarbeitung eignen sich die Taschen als besonders niveauvolle Werbegabe.



## **Ausgefallene Designs**

Die Nihao GmbH bietet die Alternative für Sonderanfertigungen von Taschen aus Lkw-Plane, die mit attraktivem Preis und gleichzeitig bewährt hohem Qualitätsstandard punktet. Ausgefallene Designs – unter anderem durch lebendige Alloverdrucke – und präzise Detailgestaltung ermöglichen eine nahezu grenzenlose Gestaltungsvielfalt. Der Werbeartikelhandel bestimmt selbst den jeweiligen Ausstattungsumfang sowie die Planenstärke und beeinflusst somit maßgeblich das anzustrebende Preisniveau.

## Lanybook®

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Nachhaltigkeit – ehrlich und sympathisch. Notzbuch hergestellt aus Telen des Apleis.

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



Lediberg GmbH | www.lediberg.de | info@lediberg.de







PSI 48792 • Moleskine B2B Distribution D/A/CH Tel +49 40 609 45 99 00 moleskine@exclusive-gifts.com www.exclusive-gifts.de https://www.psiproductfinder.de/njm2zd

### **Travel with Moleskine**

Inspired by the design of the classic Moleskine notebook, the classic rucksack now also appeals with these typical features: elegant black with ivory-coloured inner lining and rounded corners. The comfortable backpack made of water-repellent material has a padded back, adjustable shoulder straps with buckle, two side pockets and two inner pockets. On request, finishing in 1c screen printing is possible.

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

## Natural and elegant

Spranz from Koblenz offers two driving license pouches from the Creativ Design<sup>®</sup> series. The "Nature" driving license pouch made from the renewable raw material cork is ideal for electric/ hybrid vehicles or other vehicles or campaigns advertised for ecological reasons. Internally equipped with RFID-inhibiting foil, it optimally shields cards from data theft. The exquisite and haptically sophisticated LaserSeries "LaserPapers" driving license pouch is also equipped with RFID-inhibiting foil. PSI 40807 • Gabriele Bühring Tel +49 4154 79540-0 Vertrieb@Buehring-Shop.com www.buehring-shop.com https://www.psiproductfinder.de/ymmynj

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## Colourful

The "Shuffle" shaking wallet from Bühring is an attractive accessory with a long-lasting advertising effect. The colourful wallet is made according to customer specifications in India. Individual design wishes can be considered. Colours are coordinated with the customer. Discreet blind embossing on leather is recommended for advertising applications. Since 2014, the Indian supplier partner of Bühring has been certified according to SA 8000 by SGS. The delivery time is approximately six weeks after release of the sample and logo, depending on the quantity and availability of the colour.

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## Reborn as a bag

Even technology-oriented people pay special attention to the environment. For this reason, the Reborn CGB1531 notebook shoulder bag from Boomerang is the ideal choice. The outer material consists of 100% recycled PET, thus conserving raw material resources. The inner compartment is padded, a mesh pocket with pen loops keeps odds and ends together, and the attached zip pocket keeps important papers safe. The Reborn series also includes a hand-held notebook bag, a padded backpack, a sports and travel bag as well as a two-wheeled suitcase.

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

## **Elegant travel accessories**

The elegant case for travel documents from Troika comes in the size of an envelope and goes with his owner on a discovery trip, with space for tickets, passport, boarding cards and lots more. It features a pen loop for your favourite ballpoint pen and the metal push button closes the velvety soft material securely. Advertising can be engraved on the front or the back; free of charge from just 100 pieces.







PSI 41650 • Selecta Signé bv Tel +31 186 654065 info@selectasigne.nl • www.selecta-signe.nl www.leatherconcept.nl https://www.psiproductfinder.de/nzm1mz



## **Small bur splendid**

The "GloWallet" card wallet from Selecta Signé has that certain something. Crafted from black cow skin nappa leather with RFID protection, it contains twelve transparent card protectors, two additional card compartments and one for driving license papers as well as a zipped compartment for coins and two for notes, receipts and tickets. The highlight: Phosphorescent stripes on the edge make the small wallet light up in the dark. When folded, it fits comfortably into any trouser or jacket pocket.

PSI 49668 • Spindler GmbH Tel ±49 7121 93789-0 mail@spindler-gmbh.de www.werbemappen4u.de https://www.psiproductfinder.de/nje0zj

Secu

## **Doubly good**

ID Protec Keyprotector, a flexible wireless key case for on the go, protects keyless entry cars against theft. The high-quality synthetic leather cover is suitable for all common keyless-go keys (for example, also for Renault keycards). The case features a double function: equipped with 2 inner pockets, it provides protection in the rear pocket against data being read out. If the radio key is inserted into the front pocket, keyless-go will continue to operate. The exterior of the case is made of high-quality PU leather (REACH-conform) with a thermo effect to perfectly render tone on tone embossing. The advertising application by means of image impressions with a thermal effect is also possible over the entire surface, e.g. tyre profiles.

## Without a scratch

The company R3D has tackled a problem that almost everyone knows: The expensive suitcase has been badly battered on the trip and is not a pleasant sight. With a protective cover that can be ordered from the Portuguese specialists, this annoyance is a thing of the past. The material of the luggage protector is extremely durable and easy to maintain. In addition, a huge advertising space is available.

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

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## INTERNATIONAL EXHIBITION FOR PROMOTION INDUSTRY

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### Sturdy travel companion

Lehoff is offering an 18-inch trolley which is ideal for all kinds of travel. The trolley is made of ultralight ABS material which ensures durability and robustness. The modern colours fuchsia, black, turquoise, silver and purple as well as the sporty design make it the perfect travel companion. The trolley is equipped with four spinning wheels (rotatable 360 degrees) and an adjustable telescopic rod with a push button. The main compartment is spacious and enables the most important travel items to be safely stowed.



## **Great for sports fans**

A true sports fan also shows his loyalty to his club in the stand and in front of the stadium. Not only with a cap and scarf, but also with a hip Gym Bag from Igro. The top model of the manufacturer is made of light cotton, has coloured corners and strong cords. It holds everything you want to have for the important game. The trendy Gym Bags are not only used for football, and they also boast a large print area.

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PSI 49906 • Key Merchandise B.V. – The Bag Lab.eu • Tel +31 70 2629705 j.houdijk@keyme.eu • www.keyme.eu https://www.psiproductfinder.de/zgmynz

## For creative minds

If you want to design your personal backpacks, you should contact Key Merchandise. Starting from just 20 bags, the Dutch supplier offers B2B bags made in eight different designs. The special feature is the service on the Internet. Individual wishes can be submitted at the web address www.thebaglab.eu and the manufacturer takes care of the rest. Of course, experienced designers can provide advice and assistance at any time.



PET Pen

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www.uma-pen.com

www.psi-network.de

The high-tech adhesive label called Open Monitor is currently revolutionising the prize competition market and unfolding enormous multimedial (advertising) potential. The PSI Journal already presented the successful product in its last August/September issue. The outstanding new development now opens up further interesting application opportunities.

#### **Open Monitor**

# "Magical" possibilities

Open Monitor, an adhesive label consisting of several superimposed layers, gradually reveals the message on the lower foil after peeling off or folding a tab.

pen Monitor, an adhesive label consisting of several superimposed layers, gradually reveals the message on the lower foil after peeling off or folding a tab. The product is demonstrated for the promotional

aproduct market by the specialists of the globally operating developer and importer of promotional products and gift items, Global Innovations Germany. Through its "magical" features, the Open Monitor extends the advertising effectiveness of promotional activities by displaying a winning code in a time-delayed manner, thus extending the suspense to, for example, four days. The Open Monitor is activated by peeling off or folding a tab. As a result, the outer layer opens and gradually reveals the advertising message. The Open Monitor is tamper-proof and increases suspense with its "magic field" through a slowly appearing winning code. If integrated as a prize competition on flyers, catalogues or other printed products, it creates a bond with the advertised product, the brand and the company itself.

#### High print runs are possible

"This nanotechnology has already been patented in 137 countries It was developed by the University of Münster and is exclusively distributed by us," said Torsten Münich, Managing Director of Global Innovations Germany. "The product is exclusively distributed by us and is printed in Germany. Print runs of up to 100,000 label can be swiftly produced. "From autumn 2017, 500,000 labels per month are planned and achievable. As of 2018, print runs in the high double-digit millions per month will be possible," adds Münich.

#### **Open Monitor Flex**

A new application of the Open Monitor will be the "Open Monitor Flex". "The rear cover layers are omitted and the code or the image to be promoted is not integrated into the Open Monitor. Instead, the advertising message is applied directly to the flyer or promotional product," explains Torsten Münich. "Within one minute, an activation message indicated by the display "ON" shows that the Open Monitor is activated. If required, the silver window may also be provided with, for instance, a golden raster. The opening window was enlarged from 5 by 15 mm to 10 by 15 mm. The current opening mechanism (peel off, fold and press on the foil) will be simplified from the middle of the year, so that only one tab (similar to a secured button cell battery) has to be pulled out."

#### Stable running times and cascading

The Open Monitor is currently an "open system" and is therefore slightly moisture-dependent, with an opening time of 3 to 4 days. "As of the middle of the year, we can present exact running times in a so-called 'closed system': for example exactly 4 days," explains Münich. According to Münich, "cascading" means that as of autumn, it will be possible to start several Open Monitors in parallel. In addition, it will be possible to activate them automatically one after the other, and then larger areas can be opened. Activation in the manufacturing process is possible, but the lead time is currently part of the current period of 4 days."

#### **Open Monitor Time**

The verification of the opening time, the so-called Open Monitor Time, is the next development step. For this purpose, a pre-programmed strip is integrated into the sealing cap of a product (such as milk). The consumer activates the Time Monitor when it is opened and initiates a microsensor-controlled count-down reaction. This controls a dynamically changing information field which is readily visible e.g. in the lid, the time the product was opened and the remaining shelf life. The Time Monitor is thus used to better assess the preservability characteristics of fast-perishable foods or cosmetics and can be understood as an aid in the "disposable behaviour" of products. "The first test markets will be generated at the end of 2017," says Münich.

#### **Open Monitor Temperature**

"The electronic best before date is planned for the end of 2018 as a further step in the development of this revolutionary technology. This is a temperature-time integrator, the Open Monitor Temperature, which displays or monitors the shelf life of a product as a function of time and temperature. Open Monitor responds to changes in the storage temperature or cold chain and adjusts its display of the minimum shelf life accordingly. The Temperature Monitor can be attached as an adhesive label or integrated directly by the packaging manufacturer. The activation takes place, for example, during filling.



www.openmonitor.de - www.globalinnovations.de

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Karin Kaltenkirchen, Managing Director of Modehaus Marx



An example of the successful application of the Open Monitor: a prize-competition flyer from "Modehaus Marx" in Trier.

#### New dimensions in marketing

In last year's August/September issue of the PSI Journal, we presented a successful example of the application of the Open Monitor: It was attached to an advertising flyer as a "trigger" of a Dunkin' Donuts prize competition. The market study conducted after the promotion confirmed the remarkable success of the use of the Open Monitor. For more than 80 per cent of those surveyed, Open Monitor was clearly understandable. 76.5 per cent looked at the flyer more frequently than ordinary flyers. 64.3 percent of the test persons who collected further information used the QR code or the weblink on the flyer.

Here is **another current example** of the success of the "magic strip" in an Advent prize competition of the fashion store Modehaus Marx in Trier. 6,800 customers were sent an advertising flyer by mail. The Open Monitor on the back of the flyer was activated by the customer. By doing so, he revealed the information stored by Modehaus Marx in a time-delayed manner. In the course of approximately two days after activation, the customer was granted up to 20 per cent discount on all the products for the entire period of the promotion, and on the following days of the opening process cash prizes were offered. Through the Open Monitor, multiple contacts were generated with a flyer and its advertising message.

Karin Kaltenkirchen, the managing director of Modehaus Marx, is excited about using the new technology: "During our company's history spanning 180 years, we have celebrated a number of successes. During our company anniversary in 2015 which had been accompanied by an elaborate advertising campaign, we generated a record turnover for December. As part of our annual plan for 2016, the Open Monitor was introduced to me as a patented innovation product from Global Innovations Germany, a company which is synonymous with the management of customer flows and customer loyalty measures. My initial scepticism to apply such an advertising technique to our customer structure (25 to 80+ years of age) was quickly dispelled - our target group is also open to this innovation. What followed was completely unexpected. With less than 50 per cent of the marketing investment used for our past Advent promotions, we achieved the highest-ever December turnover in our company's history, and even gained 1,100 new customers, of whom about 15 per cent have since made multiple visits to our company. The response rate (customers sales volume) of the flyers with the Open Monitor sent by mail was an unbelievable 17 per cent! The interaction of our customers with the advertising message from Modehaus Marx led to an increase in the number of items sold per customer as well as a significant increase in the average customer expenditure. The effectiveness of the Open Monitor promotion was outstanding. In summary, I must say that we were allowed to write a true success story. I look forward to carrying out the promotion again with the upcoming new generation of the Open Monitor in 2018."

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werbeartikel fachmesse

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Die einzige Werbeartikel-Fachmesse der Schweiz

AlpenRock Dietikon

www.psf-forum.ch

9. März 2017

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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

## Sweet countdown

CD-Lux has a promotionally effective spring greeting in its range. The individually printed **Easter countdown calendar** is filled with the finest brand chocolate from Lindt & Sprüngli, Sarotti, Milka or Ritter SPORT and, at the same time, offers a large advertising space – for individual printing with a logo or complete advertising. An attention-grabbing concept which is sure to generate popularity points.

PSI 45452 • CD-LUX GmbH • Tel +49 9971 8571-0 info@cd-lux.de • www.cd-lux.de https://www.psiproductfinder.de/mgu2nj





## Micx-medial advertising

The direct route to customers leads by way of the professional creatives at micx-media. With the help of the latest digital sound/voice/video product highlights, the Bielefeldbased staff strengthen the product portfolios of their promotional product partners with surprisingly nifty technology in convincing advertising vehicles. During the PSI 2017 for instance, micx-media once again showed how important moving picture communication has become as a marketing tool in the form of haptic video advertising media. The "micx-medial" **VIDEOboard product range** promises attractive growth for promotional products distributors with new sales stimuli. The micx team was once again distinguished for this, too, with an award in the "effective customer communication" category.

PSI 45899 • micx-media in concept gmbh & co. kg Tel +49 5205 99100 • info@micx-media.de • www.micx-media.de https://www.psiproductfinder.de/ytvmzt







## Vegan organic bear

Completely organic and completely vegan – **the fruit gums** made from controlled organic ingredients for ecology-minded people dispense with animal components. They are also available in compostable cartons. This unique advertising highlight appeals to anyone who values sustainability when it comes to promotional products. The fruit gums in the premium bear design from the in-house IFS-certified production delight target groups of all ages. Other fruit gums as well as special shapes, colours and flavours are available on request. The biodegradable 85 x 60 millimetre sachets are available in transparent or white and guarantee a shelf life of six months.

PSI 42706 • Kalfany Süße Werbung GmbH & Co. KG Tel +49 7643 8010 • info@ksw24.com • www.ksw24.com https://www.psiproductfinder.de/nmziy2





"The Comfort Roll – for the everyday traveller" promises no less than a "comfort revolution", a new product presented by Blick Art Creativ at the latest PSI Trade Show. This splendid **six-in-one multifunctional cushion** provides comfort and relaxation everywhere. For instance, the Comfort Roll is setting new standards as far as convenience and use is concerned, and serves as a travel neck bolster, booster cushion on road trips, lumbar support, head pillow, seat cushion or back cushion, as needed. When rolled up, the Comfort Roll is no larger than a beverage can, weighs a mere 130 grams, and can be blown up into an extremely comfortable multifunctional cushion with a single breath. And the air can also just as quickly be let out as far as desired. In the case of back problems, the Comfort Roll's shape lets it be used to relax the back muscles as a seat or back cushion in the office or at home. The velvety soft, skin-friendly velour cover can be taken off and washed. More information at: www.the-comfort-roll.de

PSI 49882 • Blick Art Creativ GmbH • Tel +49 611 89088-0 arabe@blick-art.de • www.blick-art.de https://www.psiproductfinder.de/mjg5mj



## **GIVE A SMILE.**

MAKE NEW FRIENDS. GIVE A SMILE. ESTABLISH CONTACTS. WIN SYMPATHIES.





## Scan ME! Soap bubbles Made in Germany

Tel. +49 (0)7071 - 78898 www.success-werbung.de info@success-werbung.de

## Vegan ambassador

Less is more: Clever Snack, the **fruit bar** from Schwartau, combines delicious fruits and crunchy nuts. Each bar contains only six ingredients and is produced without the addition of sugar. Perfect for all advertisers whose target groups value a healthy diet between meals. At Jung, the vegan Clever Snack is now available in four different varieties: maracuja, cherry, blackberry and banana.

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

## Sustainable writing

clever

With the **Recycled PET PEN**, uma now shows that the end of a plastic bottle need not necessarily be the end. This process is called "upcycling". To achieve this, old PET bottles are collected, washed and crushed. The resulting raw material rPET is then melted into granules and poured into a mould: a Recycled PET PEN is produced from an 0.5 I PET bottle: sturdy, durable and attractive – this is how sustainability is understood today. The entire production process is being implemented in Europe. What users hold in the future will not just be a stylish ballpoint pen, but also an impressive example of how raw materials on our planet can be meaningfully recycled. The Recycled PET PEN is available in various colours from opaque to transparent. Particularly striking here is the stopper, which stands out as a colour contrast from the rest of the housing and, like the clip and the shaft, can serve as an attention-grabbing advertising vehicle.

PSI 41848 • uma Schreibgeräte Ullmann GmbH Tel +49 7832 797-0 • info@uma-pen.com • www.uma-pen.com https://www.psiproductfinder.de/mtk0zg



## Attached advertising vehicle

**Bottle Bag** – this is the clever promotional bag for attaching with integrated hole punching. The individually printed promotional sachet is 70 x 135 mm large and is therefore suitable for attaching to a bottle neck or a door handle. As a standard filling, MAGNA sweets offers gummy bears and fruit gum. Special fillings: delicious Seeberger cashew kernels, Seeberger smoked almonds or roasted peanuts. Other fillings are possible. The sachets, each filled with ten grams, can be ordered from 3,600 pieces.

PSI 41617 • MAGNA sweets GmbH • Tel +49 8146 9966-0 info@magna-sweets.de • www.magna-sweets.de https://www.psiproductfinder.de/ywmymd www.psi-network.de



### Green accents

Customers can now demonstrate their "green thumb" with the new magnetic dibber from emotion factory in the Black Forest. A wide choice of many plant seeds, a substrate tablet, and the dibber made of natural maple wood produced in Europe – and the **miniature garden** is perfect. Thanks to the magnet, the greenery can be attached to any magnetic surface and thus become a colourful eye-catcher. Finally, the laser etching of the cube and the surrounding, individually designable banderole make the dibber into an advertising ambassador. The dibber also comes in a round shape and can thus find a good place on desks, for instance, or windowsills.

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

## Fresh herbs on natural fleece

Instead of earth, natural, untreated hemp fibres are used as growth fleece in the natural fleece herbs from multiflower. The cress seeds are simply sprinkled onto the moistened fleece and can then grow. The **natural fleece** and the seed bag are attractively packed in the glassine bag. Advertising can be printed in the standard motif or as an individual header design starting from 250 pieces.

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

## Perfect for "modern nomads"

SIGG Hot & Cold ONE with a top that can be worked with one hand is the perfect drinking solutions for people on the go. The time-tested, double-walled insulation combined with the practical one-hand use makes the SIGG Hot & Cold ONE the **perfect bottle** for "modern nomads". The closing device provides for the unmistakable SIGG look and was designed for people who love shapely design and are always on the move.

PSI 49099 • SIGG Switzerland AG • Tel +41 52 7286330 corporategifts@sigg.com • www.sigg.com https://www.psiproductfinder.de/otc4yj



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www.promotion-mats.eu

## TOP PRODUCT TOPICS IN PSI JOURNAL

Enjoy your leisure time whether on a break or after work well done. Your promotional products on themes like Lifestyle, Wellness, Health & knife, Tools and Security Products feature in the May issue of the PSI Journal at just the right time and entice relaxation!

05

LIFESTYLE, WELLNESS AND HEALTH and **KNIVES, TOOLS AND SAFETY PRODUCTS** Copy deadline: Deadline for ads: 6.4.2017



**USB, POWERBANKS AND SMARTPHONE ASSESOIRES** and **FESTIVALS AND EVENTS** Copy deadline: 14.4.2017 Deadline for ads:

Issue 07

CHRISTMAS AND GIFT SETS and PORCELAIN, GLASS AND TABLEWARE Copy deadline: Deadline for ads: 6.6.2017

## Copy deadline: Deadline for ads:

WRITING INSTRUMENTS AND OFFICE and TOYS, PLUSH AND BABY ARTICLES 23.6.2017 4.8.2017

PSI 2017 New Records

Please don't hesitate to contact the PSI Cross-Media Sales Team at any time for assistance. Phone +49 211 90191-114/-150, Fax +49 211 90191-180, e-Mail publishing@psi-network.de

#### **STELLENANGEBOTE / JOB OFFERS**



#### Telefonische Auskunft auch sonntags von 17 - 18 h

Unser Auftraggeber ist seit etwa 25 Jahren erfolgreich im 08.30 - 17.30 gesamten Werbemittelgeschäft tätig (kleine charmante Ideen bis zu internationalen Shop-Lösungen). Das Unternehmen ist Full-Service-Anbieter, Direktimporteur und hat einen hervorragenden Ruf auch bei internationalen Großkunden. Wir suchen den

## Vertriebsprofi (m/w)

(Perspektive: Geschäftsführung und Unternehmernachfolge mit Beteiligung) Werbemittel/Shop-Lösungen Rheinland-Pfalz

Die gesuchte Persönlichkeit hat bereits mehrere Jahre nachweislich erfolgreich vergleichbare Produkte oder Dienstleistungen vertrieben (Marketingerfahrung ist von Vorteil), hat Spaß an der Erschließung neuer Märkte und Kunden und will unternehmerisch tätig sein. Eine sukzessive Beteiligung am Unternehmen gemeinsam mit einem weiteren langjährig im Unternehmen tätigen Mitarbeiter ist vom Gründer des Unternehmens nach einer angemessenen Einarbeitungsphase absolut gewollt. Deshalb setzen wir einen guten finanziellen Leumund und die Bereitschaftzu einem Umzug voraus.

Die Gesellschaft ist seit vielen Jahrzehnten ein "guter Name" im Markt, schuldenfrei und verfügt über eine hohe Eigenkapitalquote. Das Team – insbesondere auch für die erfolgreiche Abwicklung der Projekte – ist langjährig erfahren und motiviert.

Bitte richten Sie Ihre Bewerbung, deren vertrauliche Behandlung zugesichert wird (Beachtung von Sperrvermerken ist selbstverständlich), mit tabellarischem Lebenslauf, Handschriftenprobe, Zeugniskopien, Angaben über Einkommensvorstellung und frühestmöglichen Eintrittstermin unter Kennziffer 48462 an die



#### Personalberatung PSP Porges, Siklossy & Partner GmbH

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## Vertriebsassistenz im Innendienst

Wir sind ein **international tätiges Unternehmen** im **Bereich Werbeartikel** und suchen zum nächstmöglichen Termin **eine/n Vertriebsassistent/in** für die Auftragsbearbeitung in Vollzeit, 40 Stunden.

Sie sprechen fließend Deutsch und Englisch und der Einkauf von Werbeartikeln, sowie die Verhandlung mit Kunden und Lieferanten gehören bereits zu Ihrem Berufsalltag? Dann könnten dies Ihre zukünftigen Aufgaben sein:

Unterstützung des Vertriebs als Backoffice, von der Kundenanfrage, Produktsuche inkl. der Angebotserstellung und gesamten Auftragsabwicklung bis hin zur Rechnungsstellung.

Sind Sie **teamfähig** und **sicher mit dem PC**, die **Office Programme** gehen Ihnen einfach von der Hand, dann erwartet Sie eine interessante Position in einem netten Team.

Die Stelle ist ab sofort zu besetzen und unbefristet.

Bitte schicken Sie uns Ihre aussagekräftigen Bewerbungsunterlagen nur per Email: b.paschke@gkhandelsplan.de



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

#### Vertriebsmitarbeiter (w/m)

#### Mit den Aufgaben:

- Sie vermarkten mit Engagement und Spaß unsere erklärungsbedürftigen Dienstleistungen und Produkte, wie z.B. Messestandflächen
- Sie gewinnen neue Kunden über das Telefon, in der Face to Face Kommunikation und über Social Media Kanäle
- Sie definieren die Neukundenstrategie f
  ür ihren Zielmarkt und analysieren die Wettbewerbsmärkte
- Sie verfolgen Angebote konsequent nach und bringen diese Abschluss
- Sie generieren neue Leads und erkennen frühzeitig Marktentwicklungen
- Sie sind verantwortlicher Ansprechpartner f
  ür Topmanager und Entscheider aus unterschiedlichen Branchen

#### Ihr Profil:

- Erste Vertriebserfahrung und eine abgeschlossene Ausbildung/Studium
- Ein hohes Maß an Kommunikations- und Kontaktstärke sowie Verhandlungs- und Durchsetzungsvermögen
- Sie sind zielorientiert, hartnäckig und lieben den Wettbewerb
- Sie möchten gerne beraten und verkaufen, arbeiten gerne im Team und denken unternehmerisch
- Sie wollen über exzellente Beratungsleistung entsprechende Verkaufserfolge erzielen
- Versierte PC Kenntnisse, insb. MS Office, idealerweise Erfahrung im Umgang mit CRM-Systemen sowie gute Englischkenntnisse
- Sie sind zeitlich flexibel und können daher Ihre Prospects und Kunden während Dienstreisen und Veranstaltungen persönlich ansprechen

#### Unser Angebot:

Keine Langeweile! Ein attraktives, abwechslungsreiches Aufgabengebiet in einem dynamischen, erfolgreichen Unternehmen

- Umfassende Einarbeitung, selbstständiges und eigenverantwortliches Arbeiten sowie attraktive Rahmenbedingungen
- Ein Team mit Wohlfühlfaktor, Spaß, Leidenschaft und Professionalität
- Bei Neueinstellung ist die Position zunächst auf 24 Monate befristet

#### Haben wir Ihr Interesse geweckt?

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#### Vertriebsprofi (m/w)

Idealerweise sind Sie schon seit einigen Jahren in der Branche tätig. Zu Ihren Aufgaben gehören u.a. die Kundenbetreuung, Kundenanfragen jeglicher Art, Angebotserstellung – mit eigenen kreativen Ideen, Abwicklung von Aufträgen. Selbstverständlich sind Sie auch für die Kundenpflege und Erweiterung verantwortlich.

Interesse? Es erwartet Sie ein moderner Arbeitsplatz, ein motiviertes Team und viel mehr ...

Richten Sie bitte Ihre Bewerbung, mit Angabe des frühestmöglichen Eintrittstermins an:

Ingo Malinowski | 0163 8344404 | ingo@quadro24.de



QUADRO GmbH Lange Straße 2d 49377 Vechta-Langförden **guadro24.de** 

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#### Mit den Aufgaben:

- Vertrieb von Werbeformaten der PSI Printpublikationen und Onlineplattformen an nationale und internationale PSI Mitglieder
- Aufbau und Ausbau von Kundenbeziehungen durch zielgerichtete Bedarfs- und Potenzialermittlung sowie Nutzenargumentation.
- Sie beraten Ihre Kunden am Telefon sowie in persönlichen Gesprächen und präsentieren individuell für Ihre Kunden zusammengestellte Lösungen. Unser Produktportfolio ermöglicht Ihnen systematisches CrossSelling.
- Angebotserstellung mit konsequenter Nachverfolgung bis zum Vertragsabschluss
- Markt- und Wettbewerbsbeobachtung als Voraussetzung f
  ür eine nachhaltige Kundenberatung, unterst
  ützt durch Besuche von Fachmessen und Branchenveranstaltungen
- Entwicklung und Umsetzung von erfolgreichen Verkaufsstrategien und Reportings

#### Sie bieten:

- Sie haben ein abgeschlossenes Studium oder eine kaufmännische Ausbildung sowie Erfahrung im erfolgreichen Mediavertrieb
- Sie verstehen sich als strategischer Partner ihrer Kunden und bauen partnerschaftliche, vertrauensvolle und langfristige Beziehungen auf
- Sie zeichnen sich durch Souveränität, Eigeninitiative und ausgeprägte kommunikative Qualitäten aus
- Sie begeistern durch Ihr gewinnendes Wesen, überzeugen durch exzellentes Verhandlungsgeschick und professionelles Auftreten
- Sie zählen Sicherheit im Abschluss genauso zu Ihren Stärken, wie einen ergebnisorientierten, strukturierten Arbeitsstil und Teamfähigkeit
- Sie verfügen über stilsichere Deutsch- und verhandlungssichere Englischkenntnisse
- Sie pflegen einen routinierte Umgang mit MS Office sowie CRM Systemen
- Sie bringen die Bereitschaft zu gelegentlichen Dienstreisen mit

#### **Unser Angebot:**

- Keine Langeweile! Ein attraktives, abwechslungsreiches Aufgabengebiet in einem dynamischen, erfolgreichen Unternehmen
- Umfassende Einarbeitung, selbstständiges und eigenverantwortliches Arbeiten sowie attraktive Rahmenbedingungen
- · Ein Team mit Wohlfühlfaktor, Spaß, Leidenschaft und Professionalität
- Bei Neueinstellung ist die Position zunächst auf 24 Monate befristet

#### Haben wir Ihr Interesse geweckt?

Dann freuen wir uns über Ihre Bewerbung mit Ihrem frühestmöglichen Eintrittstermin sowie Ihre Gehaltsvorstellung an:

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### Wir freuen uns über folgende neue Mitglieder im PSI Netzwerk: We are looking forward to welcome the following new members to the PSI network:

#### **PSI Händler / Distributor**

my ) PSI

PSI No. 17429	2Cool Promos powered by Boundless Network INC, UNITED STATES
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PSI No. 17464	Abelanani Creations c.c., SOUTH AFRICA
PSI No. 17486	AFFICHAGE URBAIN SA, BELGIUM
PSI No. 17497	AIKE OÜ, ESTONIA
PSI No. 15636	A&M Kreativfabrik GmbH, AUSTRIA
PSI No. 15530	ARAP Relatiegeschenken BV, THE NETHERLANDS
PSI No. 17434	Arcadia Corporate Merchandise LTD, UNITED KINGDOM
PSI No. 17452	Askon Werbung und Marketing e.K. Inh. Agnes Büchler-Zeise, GERMANY
PSI No. 17478	Athlex Sportwear Inh. Markus Kolloch, GERMANY
PSI No. 17495	Ballard Finland Oy, FINLAND
PSI No. 17418	Best Promo Brands, S.L., SPAIN
PSI No. 17416	Bureau-Cart Ltcl., UKRAINE
PSI No. 17409	Caplife SPRL, BELGIUM
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PSI No. 17500	contact Werbegeschenke Wiegers e.K. Inh. Godehard Wiegers, GERMANY
PSI No. 13937	Crean Promotion AB, SWEDEN
PSI No. 17417	Crystal Galleries Limited, UNITED KINGDOM
PSI No. 17421	Cuurts & gut Werbemittel-Agentur Inh. Lydia Cuurts, GERMANY
PSI No. 17493	dailrade EKSPO SIA, LATVIA
PSI No. 17433	der.werbeartikel. Inh. Eva Schneider, GERMANY
PSI No. 8036	DUO - Revfi & Rottenbiller GmbH, GERMANY
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PSI No. 17466	Euro Gifts SRL, ROMANIA
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PSI No. 17465	Fanshops.be BVBA, BELGIUM
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PSI No. 1078	Flasbeck KG, GERMANY
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PSI No. 17446	Goldenberg Group LLC, ESTONIA
PSI No. 17425	Goodie Merchandising SL, SPAIN
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PSI No. 6627	Hera-Werbemittel Ralf Zwick, GERMANY
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PSI No. 17436	Ignite Incentives Ltd, UNITED KINGDOM
PSI No. 13561	In Extremis Pub. e Marketing Lda., PORTUGAL
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eality perceived as satire wherever you look. If it were not so depressing, we would be folling all day with laughter. DT delivers a new episode on Twitter every day. In Germany, a satirical poem against Erdogan, together with the author, is inquisitoriously taken to court. Satire or an insult? A German judge does not have the courage to decide and prohibits a part of the poem. This is only topped by the action of companies. A highlight of this inappropriate behaviour is the exhaust gas scandal of the automotive group Volkswagen AG in connection with politics. 12 million euros compensation for a woman who has worked 13 months to throw light on the scandal. Approved by the supervisory board of a party (the SPD) which also calls for the reduction of manager salaries. And in the public sector, employees cannot even accept a coffee. Real-life satire that makes you want to cry.

Judges no longer make clear decisions, all possibilities within the law are not explored. And companies make their own laws. They are often harder and stricter than European laws. And more superfluous than 100-year-old dusty paragraphs. And everyone makes his own definition. The whole thing is summarised under the nebulous concept of compliance, which essentially requires compliance with laws, not the definition of superfluous new laws and rules in companies.

These compliance regulations create uncertainty and generate more harm than good. Damage to highly effective and highly efficient marketing instruments. Damage to the promotional product. The German professor Hans Rück, a specialist in compliance, clearly sees the promotional product as an advertising vehicle that represents legal and legitimate marketing tools and has no place in a corruption debate. For this reason, we in the GWW have developed a guideline for dealing with this topic. All of us should help to put the promotional product in the corner where it belongs: in marketing.

Best regards

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







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#### Sustainability is worthwhile

A holistic concept in terms of sustainability protects the environment, conserves resources, documents social standards and helps to differentiate a company from its competition. According to the PSI Industry Barometer, for example, more than 55 per cent of suppliers in the PSI network address sustainability issues and the associated quality management. The fact that a respectful attitude towards the environment is worthwhile in the long term is also becoming increasingly evident in the consumers' awareness. This is reason enough to focus on this issue in our upcoming product show. The second main topic focuses on promotionally effective confectionery and culinary products.

Please give some thought to the product theme of the May 2017 issue with the thematic groups "Lifestyle, wellness and health" and "Knives, tools and safety products" and send your product presentations (image and text) to Edit Line GmbH, Redaktion PSI Journal, e-mail hoechemer@edit-line.de.

#### **PSI FIRST Awards presented**

50 new promotional products were presented at the PSI 2017 as part of the PSI FIRST Club – and the trade show visitors have again chosen their

favourite this year. The three winners were awarded the People's Choice Award at a festive dinner at the Innside Düsseldorf Hafen. PSI Journal shows the highlights of the festive evening.

#### Impressive production

BDW VIP-Band e.K. from the Swabian town of Reichenbach an der Fils near Stuttgart offers admission wristbands, lanyards, buttons and accessories for all kinds of events under the label "Securticket.com". For this



company that has been successful for more than 20 years, "Made in Germany" means, above all, fast flawless production. Both high batch quantities of up to 250,000 pieces as well as small series can be delivered in a very short time. We were able to convince ourselves at first hand.

## Imprint

#### Published exclusively for the promotional products trade by PSI Promotional Product Service Institute,

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

Publisher: Michael Freter

Management: Hans-Joachim Erbel, André Weijde Editing: Edit Line Verlags- und Produktions-GmbH Dekan-Laist-Straße 17, 55129 Mainz by order of PSI GmbH

Editor-in-chief: Manfred Schlösser

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

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

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

Translations: Translanguage, D-40885 Ratingen

Printing: Kössinger AG D-84069 Schierling

**Reed Exhibitions** 

Advertisement price list no. 49 of 1 January 2017 applies. ISSN number 1436-6193

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Does your company also protect resources, conserve nature and document social standards and initiatives?

Apply now by entering one of your sustainably produced products, your company as a whole or a meaningful campaign.



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