

# PS1

## EUROPE

**PSI Journal**

International Magazine

For Promotional

Products

April 2017

Volume 56



### **Badge4u**

Wojciech Pawlowski

A bubbling source of ideas

### **Product Guide**

Ecological

and sustainable products

Sweet and culinary

### **BDW VIP-Band**

Control wristbands

“Made in Germany“

### **Review**

**PSI 2017**

Hot spot for innovations



**Haptics**  
**Good**  
**to touch**



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years - años  
1987 - 2017



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NEW**

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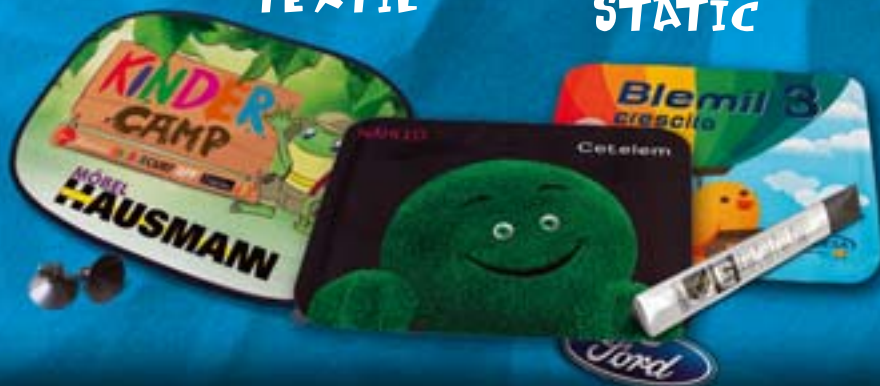
**JUMBO**  
130x70 cm



**TEXTIL**

**STATIC**

**WINTER**  
175x70 cm







## Editorial

# We have to do something

**A**s I write this, Erdogan is insulting half of Europe by calling them Nazis, and Wilders' one-man show in Holland is becoming more and more radical. Marine Le Pen wants to turn France into the Grande Nation again and turn its back on Europe. The fact that elections are pending in important countries is fuelling the situation further. Erdogan is standing with his back to the wall: if he loses the vote on the presidential system, he should face difficult times. If he wins it, however, we can expect his period of office to last until 2029. The new Sultan of Bosphorus sends his regards.

In France, the Grandes Ecoles aristocrats have made a real mess of things. An almost unknown quantity such as Emmanuel Macron appears to be the last salvation for the bourgeois camp. The Poles are becoming national, conservative, Catholic – that can hardly be called European. The Hungarians are building barbed-wire camps for refugees, although they have almost none. Other countries are notoriously unstable, especially in the financial sector. Europe has seen better days. 20 to 30 per cent of the population no longer have anything positive to say about our European Community.

Is it normal for the world's largest voluntary peace and economic project to lose its glory after 70 years? We drive across borders that no longer exist. We pay with a single currency; visiting bureaux de change is alien to us. Throughout Europe there are countless projects financed from one pot. The mass graves of Verdun are now visited by French and Germans as friends. The bombed cities are "healing" their last wounds. Like trade in general, doing business in the promotional product industry has never been so easy in such a large market. For the most part, technical production works with largely harmonised standards. And all thanks to the "hated" bureaucracy in Brussels. Is this all of no value? Prosperity, peace, a thriving economy.

If we want to maintain this as an international industry, we will have to take a stronger stance in the coming months. All of us. A stance against whingers, against diehards, against hatred and against cheap populism. But also a stance for freedom, for Europe, for a life we love. So we have to do something.

On this note

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

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

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## Petra Lassahn: New Director of PSI Trade Show

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Petra Lassahn has been in the exhibition business since 1987 and is now to become the Director of the PSI trade show. Division Manager at Reed Exhibitions since 2006 and a member of the extended executive board for two years now Lassahn is to take over as the Director of Europe's biggest trade show for the promotional products industry.

## Impressive production

66

BDW VIP-Band e.K. from the Swabian town of Reichenbach an der Fils near Stuttgart offers printed control wristbands, lanyards, buttons and accessories under the label "Securticket.com" for all kinds of events. We visited the company and discovered an impressive production facility.



## Wojciech Pawlowski: A bubbling source of ideas

72

Wojciech Pawlowski is a satisfied man. The 55-year-old leads a fulfilling professional and private life. "I have a happy family and a prosperous company," says the founder and managing director of badge4u. We portray a man whose success is based on his spontaneity.



## Hot spot for innovations

86

The PSI 2017 is already over for a quarter of a year. Nevertheless, we want to give exhibitors as well as visitors the chance to have their say. The reflection of exhibitors and visitors from Germany and abroad will show a picture of opinion and mood.



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Petra Lassahn has been in the exhibition business since 1987 and is now to become the Director of the PSI trade show. Division Manager at Reed Exhibitions since 2006 and a member of the extended executive board for two years now Lassahn is to take over as the Director of the PSI trade show in addition to the existing events in her field of responsibility.

## Petra Lassahn takes over from Silke Frank

# New Director of PSI Trade Show



She and her team have led the PSI Trade Show to new greatness and panache and is now to become Event Director of FIBO: Silke Frank.



She takes over from Silke Frank and is the new director of the PSI Trade Show: Petra Lassahn.



Nina Schiffhauer will assume operational trade show management as Project Director.

will also retain the overall management as the Managing Director of the PSI Institute in future, and goes on to say: "At the same time, we in the PSI family extend a very warm welcome to Petra Lassahn who is an extremely experienced trade fair organiser who comes with 30 years of trade fair experience under her belt."

### A lot of trad show know-how

Lassahn started her trade fair career in 1987. She worked for Blenheim and Miller Freeman before joining Messe Frankfurt to return to Reed Exhibitions in 2006. As a Division Manager since then she has been in charge of viscom, which under her management has developed into the central trade fair for visual communication Europe it is today. She is also responsible for the Bar Convent Berlin, Europe's biggest bar trade show. Prior to this assignment for many years Petra Lassahn managed IMA, the International Trade Fair for Amusement and Vending Machines.

### Competent Companion

In the future in the trade fair team Petra Lassahn will be supported by Nina Schiffhauer (30) who will assume operational trade show management as Project Director. A business administrator who studied international business and management, Lassahn is well known in PSI circles. As early as 2010 she already worked in the PSI trade show team. She has made a major contribution to the development of new event formats – such as the PSI CATWALK and the TEXTILE AREA – features that gave the PSI trade show a substantial facelift and new centres of attraction.

**P**etra Lassahn (49) succeeds Silke Frank (43) who will change positions internally around the middle of the year to serve as Event Director for FIBO. FIBO is the world's biggest trade show for Fitness, Wellness and Health and held annually in Cologne attracting some 1,000 exhibitors and over 150,000 visitors.

### Special thanks to Silke Frank

"Our highest respect and sincere gratitude for what Silke Frank and her team have achieved. They have succeeded in leading the PSI trade show out of an anything but easy situation to new greatness and panache with plenty of energy and fresh ideas," says PSI boss Michael Freter, who



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# 3 facts

## about the correct intake of fluids

**Sufficient fluid intake is important.** How much is sufficient, however, depends on each individual and his own situation. However, the human body can digest between three-quarters of a litre and one litre at the most in one hour. Anything beyond that is excreted without being used.

**Water is not only an excellent thirst quencher.** It is also an important means for the human body in two other aspects. On the one hand, water supplies us with valuable substance. On the other hand, it helps to remove harmful substances.

**Drinking is not a question of thirst.** Anyone who drinks only when he is thirsty drinks too late. And it does not have to be only water. Although coffee is not a thirst quencher, it also does not dehydrate as was assumed for a long time. Nevertheless, caffeinated beverages should be enjoyed in moderation.

### Personal drinking coach

It does not always have to be an app. A carafe with a drinking scale or a "drink timer" which encourages you to drink every ten minutes by means of a signal and flashing LED: A personal drinking coach is a clever and elegant partner.



1



2

#### 1 | Smart glass carafe

Drinkitnow GmbH

• [www.drinkitnow.de](http://www.drinkitnow.de)

• PSI 49857

#### 2 | Drinktimer

KW Open promotion consulting  
& trading GmbH

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## Sustainable drinking pleasure

Functional and high quality. Environmentally friendly and stylish. Made from recycled and recyclable materials. To go can really be sustainable – with a sleeve which can be placed around reusable cups and glasses and can be used several times.

#### | The Sleeve

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# A symbol of appreciation.

## *The Corium Individuum.*

This fountain pen embodies real values and manifests a lasting symbol of appreciation. As the fine leather of the pen's shaft can be given a customized print, each writing instrument is truly one of a kind. Take advantage of the freedom to design a highly individual promotional gift, even on orders of a single unit.



**43** .....  
per cent of  
German com-  
panies use  
promotional  
products to

communicate with their customers. This means that the promotional product continues to occupy first place. This can be seen in the Promotional Product Monitor 2016/2017 of the GWW.

**55** years

.....  
and younger is the group of people who find the promotional product the most appealing among all forms of advertising. This was a finding of the Impression Study 2016 of Advertising Specialty Institute.

**3 out of 4**

.....  
**Dutch suppliers of promotional products** took measures in 2016 to become certified or obtained evidence of the sustainability of their activities. This is indicated by the PSI Industry Barometer Netherlands 2/2016. They are thus well above the European average of 56 per cent.

**56.5 %**

.....  
of the suppliers surveyed for the PSI Industry Barometer Europe 2/2016 stated that they supplied exclusively to the promotional product trade. This is a noticeable increase compared to the 1/2016 issue (41.4 per cent).

**966 million**

.....  
**British pounds sterling:** This is the market value of promotional products in the UK and Ireland estimated by the Promotional Merchandise Industry-Market Report 2016 of Sourcing City. This is an increase of 6.1 per cent or 46 million pounds sterling compared to 2015.

**Two-thirds**

.....  
**of the recipient** of promotional products can remember the name of the advertising company. This compares to only 29 per cent (almost one-third) in the case of radio, TV or print. This is one of the findings of the Promotional Product Impact Study 2016/2017 of the GWW.

**64.2 million**

.....  
**German citizens** have at least one promotional product according to the Promotional Product Impact Study 2016/2017 of the GWW. This equates to 91 per cent of the overall German population aged 14 or over.





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THE HAPTIC DIMENSION OF PROMOTIONAL

# Good to touch



Haptic experiences are becoming increasingly important to sell products and services.





Haptics is booming: An increasing number of companies are discovering the persuasive power of the sense of touch and are trying to enhance their products and services through “hands-on” experiences. Promotional products do not need that. They have a great haptic potential per se – a factor that has many advantages.


### Sense of touch: the “first” sense

This is a fundamental insight for advertising. Whoever addresses his target group nowadays only via the eye and the ear risks his message generally being lost in the hullabaloo. There is a solution for this: the promotional product. Compared to other advertising activities, they have the invaluable advantage of appealing to several sensory levels at the same time. Special focus is placed on the sense of touch, i.e. perception through the skin. One of the most important unique features of promotional products is to be able to address them specifically. It only becomes apparent which privileged position promotional products are in when one takes into account the considerations of the haptic pioneer for marketing and distribution, Karl Werner Schmitz, who attracted attention in 1987 with the first patented haptic sales aid for insurance companies. According to Schmitz in his company guidebook “The strategy of the 5 senses – how to sustainably increase the success of your company with haptics”, the sense of touch is the most important sense of all. Compared to all other senses, the sense of touch is the sense that we cannot completely lose. In fact, without it, we would not be able to survive. The skin is our first (contact) organ. The skin holds the inside together and separates it from the outside. Perceptions occur through the skin. This contact with inside and outside is always active and determines our well-being like no other sense. The sense of touch is therefore referred to as “the first sense”. In addition, in contrast to the senses of sight and hearing, it is far more reliable. We sometimes doubt what we see and hear. However, what we feel is always subjectively the immediate truth for us.

### The promotional product as a haptic medium

Haptics: This refers to the active feeling of sizes, contours, surface texture, and weight of an object with the help of all skin senses. More and more companies rely on haptic experiences to sell and market products and services. Perhaps the most significant example during the last few years is the touchscreen. Thanks to the touchscreen, the smartphone has become the undisputed market leader. However, while many companies often have to make a considerable amount of intellectual effort to add a haptic dimension to their products and services, promotional items naturally have a great haptic potential. In contrast to purely visual and audio-visual media such as print and TV advertising, they can be viewed and touched. But beware: haptic potential alone is not sufficient to refer to a promotional product as a complete haptic experience, says Karl Werner Schmitz. In other words, not every ballpoint pen is a haptic stunner. In the ideal case, according to Schmitz, the promotional product in its haptic form, in terms of material, shape, colour, function and weight, should corre-

## PRODUCTS



The sense of sight and the sense of hearing. Of all five human senses, these two presumably play the most important role for many people. This is not surprising: External stimuli reach our consciousness via the visual and auditory canal incomparably more so than all other senses. Why this is has a lot to do with the times we live in. In a world that is becoming increasingly more immaterial and more virtual, monitors and diffuse sources of sound have become part of our everyday life, to such an extent that we often no longer actively perceive them. Without exaggerating, it can be said that our visual and auditory senses are now overloaded. Anyone who wishes to communicate successfully today must choose a different approach and be able to communicate his message beyond these two channels.

spond to the basic statement, the corporate identity, the brand and the company's values. If a specific fragrance, or perhaps even an auditory or gustatory stimulus are added, the optimum goal is reached.

### Multisensorics generates attention

Ultimately, it is above all multisensorics, that is, the holistic stimulation of the recipient via all senses, and especially the sense of touch, which points in favour of considering promotional products in the marketing mix. This is also confirmed by empirical data: It is a proven fact that haptic advertising is more enticing than other advertising media. Anyone who grasps a promotional product will, as a rule, be preoccupied with it for a period of time. This alone is a triumph because experience teaches us that advertising does not generate attention per se. Many of us use commercial breaks on TV to pursue other activities. Thus, even if the recipient of a promotional product should subsequently decide against using it, at least it is assured that the advertising message has been perceived.

### Information, memory, emotion

Perception is one thing, storing information is an entirely different matter. But here, too, promotional products are clearly beneficial thanks to their haptic dimensions. According to Karl Werner Schmitz, humans learn better, retain information better, remember more quickly and can fully understand information if many or all senses are involved in the cognition and information process. An important role is also played by the emotional level, which is directly affected by the haptic nature of the promotional product and which also greatly contributes to the anchoring of information and messages. Admittedly, one of the fundamental goals of advertising is to emotionalise a message, but this is not always possible. By contrast, any information that is transmitted via the sense of touch is inextricably linked to a direct feeling. Emotions and feeling are directly related. Subjectively, any perceived information or feeling instantaneously becomes the personal truth. This means that promotional products are charged per se with emotions, which means that there is a very good chance that their messages will remain permanently in the minds of the respective target groups.

In conclusion, it can be said that, in principle, as haptic media promotional products appeal to many senses and thus achieve an effect that no other advertising activity can demonstrate. Through direct contact with the skin, keen attention is certain to be paid by the recipient, which facilitates the reception and processing of information. Result: promotional messages and logos are recalled by target groups over a longer period of time and are also linked to positive emotions.



Haptics is the active sensing of the size, contour, surface texture and weight of an object using our largest sense organ: the skin.

## Sensory channels as information intermediaries

Five senses which culminate in five learning channels are available to reach people. Nowadays, the sense of hearing and the sense of sight are hopelessly inundated with information. That is why it makes sense to also focus on the three other senses - touch, smell and taste - if you want to communicate information successfully.



5 senses culminate in 5 learning channels

Hearing	→	acoustics
Sight	→	optics
Touch	→	haptics
Smell	→	olfactory
Taste	→	gustatory



## The Strategy of 5 Senses

With his business guide “The Strategy of the 5 Senses”, Karl Werner Schmitz explains to entrepreneurs how they can orient their business multisensorially. In his opinion, an important key to success is haptics, the seldom considered sense of touch. We talked to the haptic pioneer about his ideas and visions.

**Mr. Schmitz, what does haptics mean from your point of view?**

Haptics – this is the anchor with which, for example, products can be permanently linked in the customer’s memory. Haptics – this is the key to the hearts of employees you want to be inspired by a company vision and convinced



### Karl Werner Schmitz

In 1987, Karl Werner Schmitz, together with his former partner, developed the idea of the haptic sales tool and patented their first product. The idea of the haptic sales tool was the catalyst for a sales strategy, a seminar concept and a philosophy. The core concept: the targeting of all five senses leads to more sales.



by a company strategy. Anyone who has a haptic influence on his company is well on the way to becoming a sensorial company. Ultimately, however, it is crucial that you do not rely on one or two senses, but use all sensory channels to build a relationship with the customer.

**Promotional products have the advantage that they inherently have great haptic potential. But what about non-representational products and services, how can they be given a haptic dimension?**

Of course, it is easier to use the haptic communication channel in the case of representational products. “Feel it!” – this request is more difficult to realise in the case of non-representational products. The benefit of further training sessions, services as well as banking and insurance products is haptically difficult to grasp. In the financial sector, for example, financial advisors work with “haptic money”, a so-called haptic sales aid. This is an oversized 100-euro note which the consultant uses to illustrate pension claims to his client. At some point, he rips the note almost down the middle and hands the smaller half to the customer. In this way, the latter can perceive the information

that his income will drastically reduce in old age.

**You address the topic of customers. To what extent does the multisensory orientation of a company change how customers are perceived?**

Attempting to make the entire customer contact sensorial is a prerequisite for creating a new image of the customer. I know this may sound somewhat lofty, but the Strategy of the 5 Senses requires a new conception of man. The customer is less seen in his classic function as a buyer and a consumer. He does not appear as someone to serve. The Strategy of the 5 Senses goes a step further because it focuses on the customer as a holistic entity and, at long last, wants to take a serious approach towards meeting the demand to provide the customer with emotional and benefit-oriented shopping experiences which trigger positive feelings in him. As part of the Strategy of the 5 Senses, every customer appears as a being who can feel, see, hear, smell and taste and perceive his surroundings physically.



A **respectful attitude** towards the environment is becoming more and more entrenched **in the awareness of consumers.** This is reason enough to focus our attention on this topic in this product show.





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## Never get side-tracked again

The Memobox Pop Up from Inspirion has earned the distinction of being environmentally friendly as it consists of recyclable materials such as paper and cardboard. In addition, Pop Up puts an end to endless pieces of paper and ensures a tidy desk. From the outside, the box with a cardboard cover looks like a notebook; when opened up, however, 100 white slips of paper, various coloured sticky note blocks and a small ballpoint pen with a black refill as well as a ruler emerge. The Memobox is available in two colours.



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## Lunchbox according to a concept

The new Pascal L lunchbox from koziol is a voluminous container for sandwiches, fruit, vegetables and much more. This lunchbox is closed by a reliable clip. A nice extra is that two smaller Pascal S boxes fit exactly into the big lunchbox, so you can keep sandwiches and fruit neatly separate. An alternative is the practical partition developed especially for the box. All elements can be made in special colours and feature printing.

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## Use more than 100 times

Diseños guarantees that its new carrying bags, with the double hot seal innovation system, can be used more than 100 times. The hot seal system with reinforced gusset and the design of the handles make the bag strong enough to carry up to fifteen kilograms. The vendor assures that the bags are made of recyclable non-woven fabric, and are free of formaldehyde and toxic additives. In addition, Diseños uses advanced technologies and machines that considerably reduce the energy required to produce them. The Bags Collections comes in more than seventy different environmentally compatible designs made of materials.



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## Coffee to go wherever you go

Reusable coffee cups "to go" have been extremely popular for several years. They avoid disposable cups thrown away millions of times and are at the same time signs of certain individuality. Steuber has recognised this trend and also focuses on this ecological and sustainable version of cups. The cup is double-wall insulated with a heat sleeve which is available in different colours. The lid is provided with a screw cap.



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Minimum order | 250 pcs.

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from  
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Minimum order | 200 pcs.

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Cat. No: 0065



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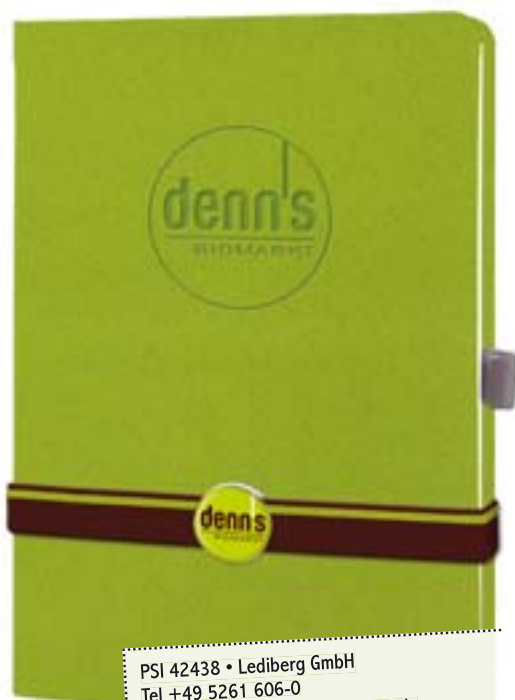
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## Naturally beautiful

Vim Solution offers a keyboard that stands for sustainability. Made of 100 per cent bamboo wood, this low-carbon keyboard (A101001) is biodegradable and thus an eco product for individualists. Thanks to the wood grain, no keyboard resembles another. Bamboo is sweat-absorbing and antibacterial, cool in summer and warm in winter, in short: always pleasant to touch. The QWERTZ key layout (German key layout), laser engraving with easy-to-read key inscriptions and practical height adjustment offer optimum writing comfort. Comfortable short-cuts allow easy access to the Internet, e-mail, volume and pocket calculator. Install with Plug & Play, connect and you are ready to go. There is a practical compartment for storing the battery and USB radio receivers.



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## Very appealing

With the Appeal collection, Lediberg once again demonstrates how creativity, ecological awareness and instinct can be combined to meet the needs of the customer. The elegant product line made from recycled natural materials, such as apple paper, contains notebooks, calendars and accessories that arouse attention, sympathy and curiosity as well as the positive feeling of holding an ecologically valuable product in your hands. There is a wide range of different finishings for the right advertising message. "You have the story, we have the right product," says Lediberg.





## Diverse assortment of balls

Healthy and at the same time nutritious – this is how B&B Promotional-Sweets describes its Eco-Balls, which consist of 100 % natural and ecological ingredients. Raw nuts, fruits and seeds, all free of GMOs, soya, gluten, milk and eggs, are processed. They contain only naturally occurring sugar and salt. Eco-Balls are available in the five flavours almond with coconut, cranberry with coconut, nut with cinnamon and figs with poppy or nut. The packaging cartons can be individually tailored to the customer's request using different techniques.

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- certified according to DIN EN 13432
- in a few weeks completely biodegradable

[www.bio-regenponchos.at](http://www.bio-regenponchos.at)



PSI 42819 • Gustav Daiber GmbH  
Tel +49 7432 70160  
info@daiber.de • www.daiber.de  
<https://www.psiproductfinder.de/zda3nz>

## Looks with inner values

Whoever knows Gustav Daiber GmbH knows that the company is not only synonymous with a diverse and fashionable assortment, but that it also attaches great importance to sustainable clothes produced with social and ecological responsibility. All textiles are REACH-compliant and are manufactured according to Oeko-tex Standard 100. A code of conduct has been in place since 1999, and its establishment and compliance are continuously monitored and tested by a compliance team. The brands James & Nicholson and myrtle beach are manufactured according to the BSCI standards. Therefore, it is not surprising that the organic cotton collection has been extended to include more fashionable T-shirts and beanies.

## Conserve resources

There are new additions to the Slider family from Schneider Schreibgeräte. Slider Xite is the name of the new writing instrument which is an excellent colleague in the office and scores with smooth writing qualities. As a special highlight, the pen is made of 90 per cent bio-based plastic. It is available in bright white with a Slider-typical cyan design element at the back of the shaft. The ink colour – black, red, blue or green – is recognisable at the push button.



PSI 43416 • Schneider Schreibgeräte GmbH  
Tel +49 7729 888124  
klaus.brogammer@schneiderpen.de  
www.schneiderpen-promotion.com  
<https://www.psiproductfinder.de/mzq0yt>





## Children love these pencils

As Carstensen – aka reeko design – is the biggest importer in the German paper products, office supplies and stationery industry, all the coloured pencils it imports are tested for sustainability and quality. The wood-free coloured pencil is especially popular with children because it has proven to be extremely break-proof. The set of coloured pencils comes in individual boxes of six or twelve pencils in a short or long version.



**Republic of Austria  
Regional court Klagenfurt**

## Notification

**50Cg 63/16 m from 17<sup>th</sup> November 2016**

### Defendant

Josanto UG  
Rothenbaumchaussee 20  
DE-20148 Hamburg  
UID: DE 290395561  
[www.josanto.de](http://www.josanto.de) / [www.bioponcho.de](http://www.bioponcho.de)

### Extract from 50Cg 63/16:

The defendant agrees to refrain from engaging in business dealing in Austria, in regards to advertising their BIO-Regenponchos(bio-degradable rain ponchos) in relation to environmental certification, in particular the “Keimling” certification of the DIN CERTCO company for conformity assessment, as illustrated in the respective issues of the “PSI Journal” (April 2016) “Werbeartikel Nachrichten” (May 2016 and February 2016), “Promotion Products” (February 2016), as well as “HAPTICA” (April 2016), without proving authorization by a certification body.



## Sustainable and certified

Thanks to the Spranz partners myclimate for CO<sub>2</sub>-free transport and Lichtblick for green electricity, all products of the company are transported free of CO<sub>2</sub> from the production site to the customer. Another secondary effect is that the myclimate projects supported by Spranz help people in developing countries to achieve a better and safer living standard. The finishing of all products and the production of the Made in Germany line is carried out exclusively in Koblenz.

## Carrying bag for hard use

The new LongLifeBag from paper bag specialist Riedle is a product that has been tested for quality and strength by two independent testing institutes. Whether as a shopping, trade show or bottle bag, there is a tested and certified LongLifeBag for all purposes. Additional advantages of the bag are its long-grain, coated, laminated paper in thicknesses from 190 to 240 g/m<sup>2</sup>, its special surface quality for brilliant, abrasion-resistant printing results, and the double folded edges that keep the drawstring from tearing out.



PSI 45202 • Bags By Riedle  
Tel +49 7139 9315200  
info@riedle.de • www.riedle.de  
<https://www.psiproductfinder.de/yjk2zg>





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specialist!



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promotional bottles

[www.bottlepromotions.nl](http://www.bottlepromotions.nl) | [joy@tacx.nl](mailto:joy@tacx.nl) / [carl@tacx.nl](mailto:carl@tacx.nl)

# Natürliches Wachstum

1371 Naturvlies Kräuter

1370 Bienenfreude

1007 Türanhänger blühendes Willkommen

1309 Kokostopf Bio Sonne

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Fon +49 (0) 6226 - 92 79 8 - 0 • Fax +49 (0) 6226 - 92 79 8 - 10

# stilolinea for sustainability



Welcome to the Stilolinea Eco-Pens world where the respect for nature is joined to the respect of high quality standards. Our Eco-Pens made of PLA are all guaranteed and are unique in the market thanks to the exclusive patent. They are certified by the German laboratory DIN CERTCO and offer the same functionality and versatility, also in the frosty version.



elementis

GREEN HEART

MADE IN ITALY

STILOLINEA - Via Toscana, 26 - San Mauro t.se (TO) ITALY - Ph +39 011 2236350 - Fax +39 011 2236337 - [info@stilolinea.it](mailto:info@stilolinea.it) - [www.stilolinea.it](http://www.stilolinea.it)





PSI 49675 • manaomea GmbH  
Tel +49 89 63857966  
hallo@manaomea.com • www.manaomea.com  
<https://www.psiproductfinder.de/yjffzd>

## The art of engineering in cotton

The Munich start-up manaomea is now offering the perfect companion for using a combination of tablet and digital pen – the “Mäppchen”. This lightweight designer item keeps tablet and pen together and always ready to hand. Creative people crossing the boundary between digital and analogue need accessories that have an appealing design and top usability. Hence the Mäppchen cuts a good figure even without a tablet. It is made of eight layers of organic Kirghiz cotton (GOTS certified) from the partner cotonea and is hand-sewn in Bavaria.



PSI 46516 • USB-FlashDrive.com Product  
Expectations Ltd. • Tel +44 1753 491470  
sales@USB-FlashDrive.co.uk  
www.USB-FlashDrive.co.uk  
<https://www.psiproductfinder.de/zmi4y2>

## Storage on recycled paper

What initially sounds paradoxical actually works: The Recycled Paper Drive from USB-FlashDrive is an environmentally-friendly USB memory stick with a recycled paper housing. This makes the stick the ideal promotional product for „green“ campaigns. The memory itself is of the highest quality and the USB drives come with a 15-year warranty. The storage capacity available for the recycling stick ranges from 128 MB to 16 GB. Screen printing is possible on the arch-shaped underside of the base and is available from an order volume of 50 pieces.



# RECYCLE BAGS

**STOCK COLORS**  
**14 DAY DELIVERY**  
**ALL OVER EUROPE**



**CUSTOMIZED**  
**DESIGN FROM**  
**500 PCS**

## LOW ENVIRONMENTAL IMPACT

Independent research proves that reusable foldable shoppers from recycled PET have the lowest environmental impact, compared to bags from other materials.



Source: TNO 2014

## SHOPPERS FROM PLASTIC BOTTLES

Foldable shopping bags made from 100% recycled plastic bottles. The bags are light weight and strong enough for your daily groceries.



## INSPIRATION







42487 • Reflects GmbH  
Tel +49 2234 99000  
info@reflects.de • www.reflects.de  
<https://www.psiproductfinder.de/owe0zt>

## For lasting enjoyment

Reflects relies entirely on bamboo, the fast-growing and robust raw material, in two new sets. The two cheese knife sets Bauska and Banjul are delivered to the customer in visually appealing gift packaging. The Bauska set contains three knives with different blades for various types of cheese. The Banjul set consists of a cutting board with cord for hanging and an appropriate knife. They can be finished by laser engraving.



PSI 42676 • AS Advertising Support  
Werbeträger GmbH • Tel +49 4104 9198356  
info@as-advertising.de • www.as-advertising.de  
<https://www.psiproductfinder.de/nzvmj>

## For the good of the environment

AS Advertising offers tea bags in recycled, printable cardboard sachets. For the sake of the environment, the company's entire carton products are made from either 95 % recycled paper or 100 % eco cardboard. Nevertheless, these products impress with excellent print quality, such as eco tea bags, matchboxes, and condom sachets which AS Advertising can also fill with vegan condoms.



PSI 41823 • Zettler Kalender GmbH  
 Tel +49 8232 9613-0  
 info@zettler.de • www.zettler.de  
<https://www.psiproductfinder.de/yjzjmm>

## Attractive companion

The paper for Zettler's innovative calendar series is made from leaves and stems left after the harvest. It is particularly environmentally friendly and is produced entirely with renewable CO<sub>2</sub>-neutral energy. The attractive calendar trio in a trendy design features a peppy week calendar in the inside, and offers plenty of space for dates and notes. The cover box can be individually designed. Even an advertising page can be inserted, thus guaranteeing lasting image advertising for an entire year.

# IM EINKLANG MIT DER NATUR



Die Appeel-Kollektion wird exklusiv von **Lediberg** aus Teilen des Apfels und ausgewählten Pflanzenfasern hergestellt. Die Kollektion umfasst Notizbücher, Kalender und Accessories. Zu allen Produkten gibt es unterschiedlichste Veredelungen für die richtige Werbebotschaft. Sie haben die Story, wir haben das richtige Produkt.

## Lediberggroup

IVORY  
COLLECTION



Lanybook®

Castelli  
digital solution

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



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

## Inspired by nature

All the substances used in the cuddly "Sigikid Green" range are 100% organic. The outer fabrics come from controlled organic cultivation and sheep wool is used as filling material. The colours and finishes used in this collection are also water-based and chemically safe. The collection is produced in other European countries using green electricity, so the CO<sub>2</sub> balance of the articles is impressive. All in all, a high-quality brand ambassador with congenial values.

## Oeko-Tex cotton

Joytex offers ecological and sustainable products. "The only thing you cannot do is eat them," says the company. From the simple cotton promotional bag to the high-quality cotton bag, the complete cotton assortment at Joytex is tested and certified according to the Oeko-Tex Standard 100. Short-term delivery times are possible as all bags from Joytex have already been printed at its own screen printing shop in Rhede in Münsterland. For example, Joytex offers the "Macau" cotton canvas bag, available with both short and long handles. It is available from 250 pieces, ex stock. From 1,000 pieces, special designs and approx. Pantone colours are possible.



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





PSI 46261 • Reeko Design GmbH & Co. KG.  
Tel +49 4106 7660  
info@reeko.com • www.reeko.com  
<https://www.psiproductfinder.de/ymnmmg>

## Bamboo at the barbecue

Whoever fires up their grill next season but wants to be sustainable in more than fuel and meat, will now reach for the Giant barbecue tongs. Reeko is offering this promotional product, which has practical utility on the one hand, but is also eye catching, high quality and sustainable. The barbecue tongs are made of renewable bamboo, are 76 centimetres long, safe to use, and offer plenty of room for customisation.



PSI 42020 • mbw Vertriebsges. mbH  
Tel +49 4606 94020  
info@mbw.sh • www.mbw.sh  
<https://www.psiproductfinder.de/ngq4mj>

## Pretty enough to cuddle

Whoever has cuddled with Torge the Frog will stay faithful to him forever. This is because he and his plush clique from mbw's unmistakable MiniFeet series are truly irresistible. They earn points not only with their cute looks and their extremely soft, long-pile fur, but also their inner values. The frog and his five friends are all tested from yarn to filling and have even been awarded the Oeko-Tex certificate. So big and small alike will be delighted to have the frog, panda, rabbit, dog, and friends as companions. In this way, mbw associates the charm of its protagonists with the corporate claim of the customers in a way that is particularly likeable and long-lasting. In addition, mbw's new certificate selector shows the relevant certificates of the entire collection. This makes it quick and easy for you to find just the product to meet the wishes and requirements of the customer. Mail any questions on this to [qualitaet@mbw.sh](mailto:qualitaet@mbw.sh).



## Advertise with precious stones

The company Tim Wunsch has committed itself to advertising with precious stones and in the context of this theme group is thus an absolute speciality. All precious stones are natural products; every stone is unique; each stone is handled and polished without the aid of chemical substances; each stone has a unique colour and mineral structure. As the company says, "this form of advertising is already very popular. Customers appreciate the individuality of the precious stones which – despite their rarity – fit into every advertising budget." The company is happy to provide information on the various individual advertising forms with diamonds, pearls, rose quartz, amethyst and co.

PSI 49152 • Tim Wunsch Import/Export  
GmbH • Tel +49 6781 5629-0  
info@tim-wuenschgmbh.com  
www.tim-wuenschgmbh.com  
<https://www.psiproductfinder.de/mwnmnnw>



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

## Real eye-catcher

The car sunshades from Pruner Werbemittel belong to the "green" promotional products. They are made of 100 per cent recycled material and are thus environmentally friendly. The eye-catching and mobile advertising space perfectly displays every product and makes every advertising message a real eye-catcher. The quick-mount cover is a welcome heat blocker on hot summer days and advertises wherever the vehicle is located.



# Quality is a promise of deep conviction and responsible actions.

The focus is on people: Our products are for people, and they arise from the creativity, passion and the expertise of people.

It is the fair and responsible interaction with people and their environment which makes our products so successful. We simply see it as follows: Quality should never exclude social responsibility.

**This is our promise.**

Klio-Eterna  
Est. 1900

prodir®

Hans M. Hühner  
Geschäftsführer  
Klio-Eterna

Giorgio Pagani  
Geschäftsführer  
prodir





PSI 49585 • Roll'eat – Marcadiferencia S.L.  
 Tel +34 93 8483476  
 export@rolleat.com • www.rolleat.com  
<https://www.psiproductfinder.de/owy5ow>

## Sandwiches dressed to eat

Roll'eat offers creative alternatives for single use products. The company is always committed to smart consumption and wants to promote a sustainable and modern way of life for those who want to live better with less. The Roll'eat flagship product is Boc'n'roll, a long lasting and reusable sandwich wrap. Say goodbye to throw-away wrappers and enjoy your sandwiches on-the-go thanks to our environmentally friendly sandwich wrap. It has an easy fastener that makes it adaptable to different food shapes and sizes. It is convenient, compact, machine washable and also serves as an individual placemat. An essential, original and unique tool to make sure your brand is remembered every day while using a stylish and cool design made by you.



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

## Natural pencils

Environmentally friendly products are also used in the promotional product sector because they convey the impression of a responsible company. The company Reidinger manufactures natural pencils of European quality which are PEFC certified, tested by LGA/TÜV Rheinland and conform to the toy regulation DIN EN 71/III. Whether short or long, with or without an eraser as well as with individual printing – the advertising message is conveyed everywhere in a “natural way”.



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

## Plastic products, sustainable

Global Innovations offers the entire range of recycled, biodegradable or naturally mixed plastic for a variety of uses. The demand for sustainable, fair plastics is huge. Global Innovations would like to do more than just "meet" this demand. Thanks to cooperation with BSCI-certified factories, the products are not only ecological, but also socially acceptable and fair.



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

## Good feeling while writing

The "Toronto" ballpoint pen from Giving Europe is an elegant writing utensil with a very appealing look. This high-quality pen is made of beech wood with a metal clip and nib. The design is convincing thanks to its straight and simple shape, and because it feels so good to write with it. Advertising is applied by means of all-round screen printing or transfer printing.



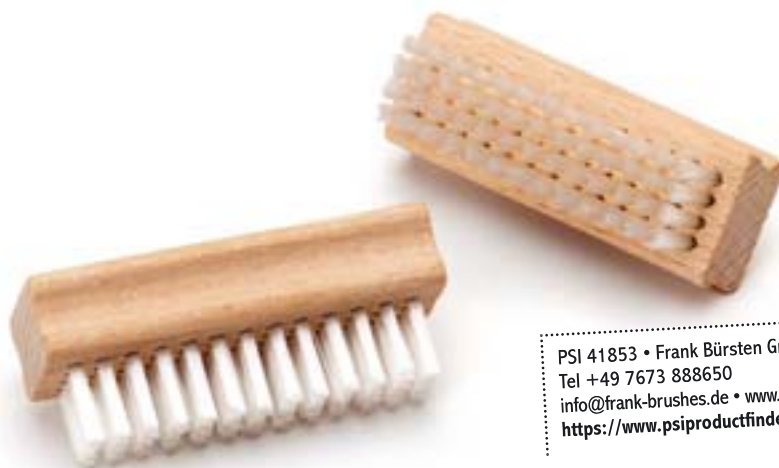
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Telefon: +49 (0) 521 / 98 244-0 | [www.halfar.com](http://www.halfar.com)



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

## Ecological concept is actively pursued

Even in the production of its nailbrushes, Frank Bürsten relies on regenerative energies in order to ensure an environmentally friendly production of the products. The wood used for the brush bodies comes exclusively from regional forests and the wood chips that accumulate during production are used to heat the company buildings. Frank Bürsten has a convincing ecological concept. The nailbrush lies well in the hand thanks to the finger troughs and it helps to clean fingernails and palms within a very short time.

## Each one is unique

The Flaggy-Bag was specifically designed by Reciclage to be a big help on quick shopping trips. The basic idea for Flaggy came from customers who suggested making it out of used event flags, whose material is extremely light yet very strong. The Flaggy-Bags are made in a German girls' correction facility, thus combining sustainable ecology with social utility. Each specimen is unique. The bags are easy to carry in the hand or over the shoulder. After use, they can be folded and rolled up into a convenient little parcel held with a rubber band.



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







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

## 60 tissues – 100 per cent wood-free

Concealed behind item number 60492 at Macma is a tissue box with 60 tissues made from fast-growing bamboo. Triple-layered and 100% wood-free, they conserve resources and are also delivered in a recycled box from which one can pull out the individual tissues. Macma prints the advertisement on the box – of course preferably in green.

## Plant-wood round

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

**NEW!**



The enclosed seeds and peat tab are planted directly in the genuine maple round plant-wood. Paper band for individual design. Laser engraving with logo possible.

## Paint-set Relax

**NEW!**



Consisting of a 16-pages painting book as well as eight high-quality, made of biological plastic, fineliners. Paper band for individual design.

## For the sake of nature

The certified BIO-Regenponcho® rain poncho from the rainwear specialist Samoa Regenponchos not only provides reliable protection against rain, but also ensures a clear conscience for the sake of nature. It is a sustainable and environmentally friendly alternative to the usual disposable PE rain ponchos made of plastic (crude oil). The BIO-Regenponcho® is produced from genetically-free corn starch – Mater Bi® – and is completely biodegradable and compostable (CO<sub>2</sub> neutral) within a few weeks. Even biodegradability in seawater has been tested and confirmed. For advertising purposes, it can be printed with up to eight colours. The rain poncho, as well as the printing inks used, have been certified in accordance with DIN EN 13432 and bear the OK Compost quality seal, so that an entirely ecological product can be offered.

PSI 47799 • Samoa Regenponchos e.U.  
Tel +43 463 26468810  
office@samoa-regenponchos.at  
www.samoa-regenponchos.at  
<https://www.psiproductfinder.de/nty0ng>

## Bake your own bread

The cress-bread baking mixture in a preserving jar to give as a gift or to bake is offered by Hof Löbke. It is an eye-catcher which also tastes great and is suitable as a gift for every occasion. Except for water, everything is included in this baking mixture. But first the cress must be cultured. Once this has been done, the bread is quickly baked. A recipe is enclosed, of course. The jar can be reused after preparation of the bread, for example for preserving or as a vase.

PSI 49120 • Hof Löbke GmbH & Co. KG  
Tel +49 5451-5058300  
vertrieb@loebke.com • www.loebke.com  
<https://www.psiproductfinder.de/ntc4nt>



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

## Plastic products, sustainable

Global Innovations offers the entire range of recycled, biodegradable or naturally mixed plastic for a variety of uses. The demand for sustainable, fair plastics is huge. Global Innovations would like to do more than just "meet" this demand. Thanks to cooperation with BSCI-certified factories, the products are not only ecological, but also socially acceptable and fair.



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

## Good feeling while writing

The "Toronto" ballpoint pen from Giving Europe is an elegant writing utensil with a very appealing look. This high-quality pen is made of beech wood with a metal clip and nib. The design is convincing thanks to its straight and simple shape, and because it feels so good to write with it. Advertising is applied by means of all-round screen printing or transfer printing.



Die Handschrift der Werbung

# recycled rPET Pen



RECYCLED PET PEN transparent  
0-2260 T







PSI 48291 • JH Innovations GmbH  
 Tel +49 621 7481466  
 info@jh-innovations.de • www.jh-innovations.de  
<https://www.psiproductfinder.de/mjgxnz>

## Accurate and easy to use

The electricity savings card of JH Innovations not only helps to save energy in the household by choosing the optimum temperature range for every room. With it, the user can easily find the right temperature ranges for food in the refrigerator. The card is mailable and entirely individually printable. Moreover, it is accurate and easy to use.



## Organic snacks from Austria

A high-quality snack alternative for small advertising budgets in the individually printed 10-gram bag is available from Austria. Since 1989, Landgarten has dedicated itself to making these snacks for snacking and nibbling. The peas and beans which are derived from their own, controlled organic cultivation become a crispy nibbler innovation without adding fat in a patented hot-air roasting process. The varieties available are Bio Knabber Snack Original, Tomato-Chili and Mix Original.

PSI 49872 • Landgarten GmbH & Co. KG  
 Tel +43 2162 64504  
 office@landgarten.at • www.landgarten.at  
<https://www.psiproductfinder.de/ytzmzg>



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

## Clear position on the environment

The lip care specialists at KHK are presenting a lip balm whose case is made of 98 per cent recycled plastic. The demand for sustainable products is constantly rising, as is the number of customers for whom a clear position on the environment is important. The new “LipNature Fair” lip balsam is at the same time just the right thing for this group, since it is vegan and made exclusively of material from plants. “Lipcare Recycled Plastic” can be supplied in white, sand, natural green and black on orders of 300 or more. All lip care products are produced in accordance with the new cosmetics regulation and GMP guidelines, and registered on the CPNP portal. The Fresenius Institute conducts ongoing recipe tests in accordance with European guidelines.



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

## “Eco” in all areas

The issue of sustainability is given top priority by Victorinox not only for the products themselves, but also their production. Keeping the environmental impact of the company’s business as small as possible has been a concern of this Swiss company since it was founded 130 years ago. The low consumption of heating oil thanks to heat recovery is likely to set a record. The headquarters with a factory and more than 100 residential units was awarded the company prize of the Swiss Environmental Foundation in 2008, followed in 2016 by the “PSI Sustainable Product Award.”

## On a wave of momentum

At the beginning of this year, Huschke Rolla du Rosey took over the responsibility for a wide range of tasks including customer acquisition, consulting and support at the Bremen-based calendar manufacturer terminic GmbH as sales manager. The calendar manufacturer has thus successfully continued its long-standing tradition as a family company. Wolfgang Rolla du Rosey, the managing director of terminic, took over the company from his father-in-law Rolf Ilg, and his son Huschke Rolla du Rosey joined the company in 2013. In recent years, the 30-year-old lawyer has strengthened the terminic sales team at the Bremen site and is also the sales representative in Germany, Spain and Great Britain. Since the beginning of 2016, he has been managing director of the British subsidiary terminic UK Ltd. On his appointment as sales manager in January 2017, he was also granted power of attorney. [www.terminic.eu](http://www.terminic.eu)



**terminic**

Huschke Rolla du Rosey was also granted power of attorney.

## Personal data



### New appointment

The promotional product supplier PF Concept Deutschland has appointed Tobias Bremshey for the west sales region. As of 1 February, he will be the new contact person for customers in western Germany. Tobias Bremshey came from the Swiss writing instrument specialist Prodir. Bremshey has also gained a wealth of experience in design and at advertising agencies. [www.pfconcept.com](http://www.pfconcept.com)

**PF Concept Deutschland**

### The Römer family is growing

Since February the team of the "Römerfamilie" (Römer family) has been supported by Sonja Griebler. She will be responsible for the distribution of the Römer Lifestyle range in the future and "is already looking forward to many exciting assignments". The Römerfamilie operates in the German promotional product market with the four product worlds Römer Gifts, Römer Wellness, Römer Drinks and Römer Lifestyle. [www.roemerfamilie.de](http://www.roemerfamilie.de)



**Römerfamilie**



**koziol**

### Three new employees

Koziol »ideas for friends GmbH welcomes three new faces to its Incentives & Promotions Team. Astrid Fischer is now responsible for managing the key accounts in the South/East regions and Austria. The graduated business manager looks back on many years of experience in the promotional product industry. Tanja Rösner will be responsible for key account support in the West region and Switzerland. The experienced sales strategist has been working for well-known promotional product manufacturers for almost 20 years and is "looking forward to the new challenges" at the design manufacturer koziol. Fabian Fischer, a creative mind in the promotional product industry, will also be joining the Odenwald company. He previously worked for Ritter Pen and Senator in customer service. [www.koziol.de](http://www.koziol.de)





### Reflects GmbH

With heightened brand awareness, Hendrik Koemans (middle) wants to strengthen existing sales markets and open up new ones.

## Hendrik Koemans is new brand manager

As of February 2017, Hendrik Koemans is the new international brand manager at Reflects GmbH and intends to “significantly expand” the export markets. He takes the slogan “We are Reflects” literally. “The name has a high recognition value, stands for quality, zeitgeist and innovation, and is protected in many countries within and outside Europe,” says Koemans. Reason enough for the company to turn the originally neutral distributor’s brand into the company name by changing LM Accessoires into Reflects GmbH. Hendrik Koemans is a professional in the industry who has successfully worked at Philipp Morris, Berendsen, Mid Ocean and PSL Europe. “We want our customers abroad to understand what makes us stand out. Behind the name Reflects stands an experienced team. I look forward to an inspiring collaboration”, says Koemans. [www.reflects.de](http://www.reflects.de)

## Sales team strengthened

SND PorzellanManufaktur has strengthened its sales team in Erlensee since February 2017 with the addition of a new colleague. Marina Neufeld is delighted to be able to return to the sales back office after almost two years in an administrative position and to support the SND team. She will be responsible for looking after the company’s customers in postcode areas 4 and 5.

[www.snd-porzellan.de](http://www.snd-porzellan.de)

### SND PorzellanManufaktur



## Agency extended

In July 2015, Marko Heim became a commercial agent for iSi in the areas of Saxony, Thuringia and Saxony-Anhalt. In January 2017, he also took over the Berlin and Brandenburg region. Heim wants to promote and expand his good contacts to the trade in order to ensure an even more intensive customer support and further expansive business orientation. [www.isideutschland.de](http://www.isideutschland.de)

### iSi



## Branding specialist now also in the USA

The Berlin-based company Brand.it is expanding to the USA. Directly following this year’s PSI Trade Show, a team of three people travelled to California to develop the American market. Brand.it is a specialist for personalised solutions in the field of mobile IT hardware. “The opening of an office in the USA provides us with an opportunity to look after our existing customers even more intensively and to accelerate the development of the American market,” says Markus Teufel, Managing Director of Brand.it GmbH. “After more than 10 years of successful business in Europe, the leap to the USA is the next logical step,” adds Teufel. The new office will be located in Los Angeles. [www.brand.it](http://www.brand.it)

### Brand.it



The Brand.it makers in the new office in Los Angeles (left to right): Julian Peters, Markus Teufel, Julien Dietrich.

## SOL'S voted "Best Promotional Textile Brand"

From January 31st to February 2nd, the biggest players in the French and international promotional and textile industries gathered at the CTCO Fair in Lyon, France. SOL'S, a European company in promotional textile, presented its 2017 range of new products at the event, as well as its best-selling classics, such as corporate uniforms, promotional event wear, sports kits and souvenir. Every year, the 2FPCO (Fédération des Professionnels de la Communication par l'Objet) reveals the live results of the POP'S awards, which reward the best promotional articles. For the second year in a row, SOL'S was voted "Best Promotional Textile Brand" by French retailers at the 2FPCO. Alain Milgrom, President of SOL'S, is delighted with this result: "Receiving this prize for the 2nd year in a row is a real source of pride for SOL'S, and for all our teams, as this victory is the result of a collective effort." [www.sols-europe.com](http://www.sols-europe.com)



2FPCO

## Personal data



### New branch manager

Marcel Harskamp is the new branch manager at Inspirion Netherlands. The industry specialist officially started work on 1 March 2017. The 49-year-old succeeds Eric Brinkman. Harskamp can look back on 21 years of industry experience. He was most recently a sales manager at Pacor Pamero B.V.. In his new position as branch manager, Marcel Harskamp would like to expand the successful business of Inspirion B.V.

Inspirion B.V.

[www.inspirion.eu](http://www.inspirion.eu)

### New Director

Michael Scholtysek has recently joined the team at Global Innovations Germany GmbH & Co. KG as the new Director of Sales & Marketing. He is responsible for the market launch and distribution of the patented product called "Open Monitor". With him, the promotional product specialist has gained a competent sales and marketing expert for the successful alignment to the agency sector as well as the manufacturers. [www.globalinnovations.de](http://www.globalinnovations.de)



Global Innovations Germany



Senator welcomes two new employees: (from left) Judith Fröhlich, Stefan Endter and Managing Director Daniel Jeschonowski.

## Field service strengthened

Senator, the specialist for writing instruments, mugs and cups for the promotional product sector, has welcomed two new employees to its field service. Since early February, the key account managers Judith Fröhlich and Stefan Endter have strengthened the field service team in Germany. Judith Fröhlich has taken over the key account support in south-west Germany. She has many years of management and sales experience in the promotional product market, including at Prodir. Stefan Endter is another sales professional now on board.

He is strengthening key account support in northern and eastern Germany. The 41-year-old has 19 years of market experience in the promotional product sector and most recently worked as a B2B manager at Stelton A/S in Denmark. [www.senator.com](http://www.senator.com)

Senator



## Karlsruhe Promotional Product Day with delicious accents

In mid-February, the traditional Karlsruhe Promotional Product Day of Werbepräsen- te Hauptfleisch GmbH, which is well-known among advertising companies in the region, was once again the “stage” of the Centre for Art and Media Technology. 33 exhibitors showed a well-balanced and diverse selection of their current product collections, and were, to some extent, represented by two employees “to cope with the customarily highly frequented morning,” says Managing Director Christian Hauptfleisch. Christian Hauptfleisch emphasized that his team received a “very positive response” to the invitation to its in-house event which was naturally supported by a promotional product, and thanked his colleague Carolin Hock who was responsible for the entirely successful organisation. The number of visitors was gratifying: 235 potential buyers from 145 companies attended. In addition to the product presentation, Hauptfleisch prepared a “Valentis Special” in keeping with the event date (14 February). Frank Pahlke from the TV programme “The Taste” (SAT1) was invited and, of course, he cooked with his celebrity spoon which helped him to reach the final of the gourmet challenge. Visitors were able to taste a complete menu creation of the culinary artist with a starter, main dish and dessert. Besides that, excellent catering was of course provided. “We have again succeeded in organising a great event”, concludes the managing director. “Repeating the event just one year later was the right decision, as evidenced by the very relaxed atmosphere and, of course, by the number of visitors. Subsequently, the suppliers said goodbye and promised to return in 2018. It is now time to process the inquiries; the first orders are already in the system”, says Christian Hauptfleisch in summarising this impressive promotional product event.

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

### Werbepräsen- te Hauptfleisch



Delicious culinary creations were conjured up by “The Taste” finalist, Frank Pahlke.




Managing Director Christian Hauptfleisch talking to a customer.



Lots of visitors, a relaxed atmosphere, numerous new products: the Karlsruhe Promotional Product Day has established itself.







50 exclusive product premieres were introduced at the PSI 2017 in connection with the PSI FIRST Club. This year, the trade visitors were again spoiled for choice when casting their vote to decide the winners of the People's Choice Award. On 13 February, the three winners were awarded at a festive dinner in Düsseldorf.

## PSI FIRST 2017: People's Choice Award

# Public favourites of an innovative kind



Smiling winners.  
From left: Dijana  
Schmoll, Stefan  
Auer, Marco  
Kröhn, Martin  
Hopp, Albina  
Pen, Michael  
Freter (Manag-  
ing Director PSI)

Two of the winners:  
Albina Pen (Dragon  
Gifts, second from  
the left) and Dijana  
Schmoll (Nestler-  
matho) engaged in an  
intensive dialogue.



**T**he PSI traditionally heralds the new promotional product year each year. A new year always means new products which have not been shown anywhere in this form before – not even at in-house events. The PSI is also something like a platform for world premieres. 50 products made their very first appearance at the PSI and were subjected to the critical scrutiny of the trade visitors. Three new products in particular stood out and captured the hearts and minds of the visitors. The Moleskine

Smart Writing Set, the N-m 350 Soundbar from Nestler-matho, and the Power Blade on-The-Go from Dragon Gifts wwon the visitors over. On 13 February 2017, the three winners were awarded the People's Choice Awards at a festive dinner at the Ininside Düsseldorf Hafen. PSI Managing Director, Michael Freter, was given the honourable task of awarding the triumphant winners over the rooftops of Düsseldorf. Referring to the award-winning products as well as the other 47 PSI FIRST products, he emphasised: "Innovations are an enrichment for the in-

dusty. It is our declared goal to offer these innovations a worthy platform. This is the reason why we have once again focused on the presentation this year and given the PSI FIRST Club a little more radiance. "In addition to the presentation of the People's Choice Award and the festive

dinner, this evening showed what characterises the PSI as an international network: a lively discussion took place and everyone sat together in a cheerful atmosphere late into the night. <



Martin Hopp (left) and Marco Kröhn (right) from Gifts B2B GmbH were delighted to accept the PSI FIRST Award for the Moleskine Smart Writing Set.



Dijana Schmoll and Stefan Auer represented Nestler-matho, winner of the PSI FIRST Award. They happily accepted the award for the N-m 350 Soundbar.



Albina Pen (Dragon Gifts) accepted the PSI FIRST Award for the Power Blade on-The-Go.

## The winners and their products:

The **MOLESKINE SMART Writing Set** connects the digital to the haptic world. The user writes on a paper tablet. An app transports what has been written to the screen in real time where the text can be digitalised, edited, organised, shared and further revised. This fascinating idea became one of a total of three public favourites.

### Martin Hopp | **Moleskine**

»Winning the PSI First Award is both a recognition of our achievement and a sentiment barometer for us because the votes were cast by visitors to the PSI Trade Show. The trade media extensively reported on our participation and success in winning the PSI First Award. This allowed us to position ourselves very positively again in our industry environment. Our Moleskine Smart Writing Set meets the needs of our target groups: writing information and thoughts with a pen on paper, and then digitally processing them with an app.«

Another favourite product is the **N-m 350 Soundbar** from Nestler-matho. The Soundbar is not only visually an eye-catcher, but also has a lot to offer acoustically. The lightweight features a microphone including hands-free function, a micro SD card slot and an AUX input. This combination of appealing looks and rich sound convinced the public.

### Dijana Schmoll | **Nestler-matho**

»There was great at the Nestler-matho stand at the PSI when we came to know, that we had won the PSI FIRST Award for our N-m 350 Soundbar! The group photo taken shortly afterwards clearly shows this joy! Every year, the product management puts a lot of intensive preparation into the selection of the products for the new main catalogue to ensure an interesting assortment. The entire Nestler-matho team puts their heart and soul into considering options and finally reaching an agreement to achieve a balanced and trendy collection. We are especially

delighted because the PSI FIRST Award is a people's choice award that does not merely reflect the opinion of some jury members as with many other awards, but also shows what the many visitors at this year's PSI have enjoyed and what the market demands. This is a nice acknowledgement of the dedicated work of our entire team. The informal and cheerful evening at the "Innside" in Düsseldorf on 13 February 2017, which was attended by all award winners and the PSI team, was a very enjoyable highlight in our calendar.«

The third public favourite was the **Power Blade on-The-Go** from Dragon Gifts. The extra-thin charger has a USB port and is compatible with IOS and Android devices. The Power Blade can easily be inserted into an appointment book. Thanks to its slim design, it is very light and does not require any extra space. The wide surface is also ideal for branding.

### Albina Pen | **Dragon Gifts**

»We are very proud to have won the PSI FIRST Award this year. It is our first European award with such prestige. I see this as a clear indication of the continuous development and growth of Dragon Gifts. We always want to offer our customers the very best – in terms of product quality and service. The award shows us that we are on the right path. We have already made a good name for ourselves in Russia and we would now like to gain a foothold in the European market. This is a priority for us. As a company headquartered in China, we always aim to keep up with the times. I am convinced that our extensive collection and direct delivery combined with our intensive understanding of the Chinese market will capture the hearts of European customers. We would like to thank the organisers of the PSI FIRST Award for the opportunity to participate. And, of course, we thank everyone who voted for our product. Without them, we would not have received the award. We promise to continue to do everything to the satisfaction of our customers.«

Just a few weeks after the PSI, 16 suppliers made their way to the distributors as part of the Session by Impression Tour. In a total of eight cities, the decentralised product show is intended to give them the opportunity to obtain detailed information and to establish and maintain contacts.

## Session by Impression Tour 2017

# The suppliers come



Good conversations, good mood: The Session by Impression Tour 2017 brought together distributors and exhibitors in eight cities.



**W**e arrived in the chic Marriott Hotel at the start of the tour to Heidelberg. The spacious room offered ample space for all stands and a very pleasant atmosphere. Evoking great interest was the smell of a delicious business brunch in the middle of the room. The exhibitors were in good spirits, relaxed and took the time to talk to the visitors.

### Deepening knowledge

Under the motto "We come to you", the sales representatives of Giving Europe, Mahlwerck, Spranz, Holle, Ritter, Vossen, elasto, Sweetware, Maica, WIL, PromoNotes, I.p.a., Betz, SPS and Saltini's met old acquaintances and good customers. They were all able to deepen their knowledge, to take a closer look at new products and to take away catalogues with them. The tour is intended for all distributors who want to meet their suppliers after the PSI in a

relaxed atmosphere or for those who were not at the PSI. However, the event also explicitly addressed team members and staff who do not necessarily attend the PSI, but who can benefit from personal contact with their contact partners at the suppliers. As for acquiring product knowledge, the event certainly proved its worth.

### Simple and effective

On the first day, the exhibitors were satisfied with the number of visitors. In the course of the two weeks, the tour also took the exhibitors to Brühl, Hamburg, Leipzig, Vienna, Germering, Nuremberg and Stuttgart. The exhibitors' tight schedule made life easier for the distributors and consultants. One of the core principles of the roadshow is to stimulate trade through on-site presence, to focus intensively on new products and to actively engage with the supplier.

&lt;



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## Industry Barometer EUROPE



1/2017

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## Industry Barometer - For a better Understanding of the Promotional Products Industry

1/2017

**Participate now!**

New products fresh from the PSI, classics and bestsellers – this year, around 300 customers of K+M were again “spoilt for choice” at the promotional product trade show in Obertshausen. 60 exhibitors were present on 16 February and showed a cross-section of their current product ranges. An in-house trade show at its finest.

## K+M Promotional Product Trade Show

# A good choice



The trade show in the Rhein-Main promotional product centre is equally popular with exhibitors and customers alike.

**T**he 2017 German federal election year has just begun and the K+M Managing Director, Stéphane Hennig, and his team chose the motto “You have the choice” for this year’s in-house trade show. The fact that the customer can only win with K+M was already made clear by the invitation card: it showed the portfolio of the full-service provider

and, at the same time, was a coupon for a prize draw. The customer was asked which product and which supplier he liked best and why. Knowing what the participants enjoyed most of all provided the company with important information which can flow into the future orientation of its product range. In this way, the company optimally adapts to the wishes of the customer.

### An unbeatable contact tool

The trade show in the Rhein-Main promotional product centre is equally popular with exhibitors and customers alike. Everybody likes to come because the mood is good, the atmosphere is relaxed and the exhibitors are dedicated. They can be quite relaxed as they do not have to drag along a stand and spend ages erecting it: They simply place their products on the clearly arranged shelves in the showroom where they remain for some time. Disassembling a stand is also unnecessary. This system has been tried and tested and enables optimal customer information at a reasonable cost for exhibitors. "Today, many customers have told me how well they have been advised," says Hennig, who is delighted about the motivation of the exhibitors. After all, everyone is in the same boat and benefits from good orders. For Hennig, the trade show is an unbeatable contact tool: "I could never have so many good conversations in such a short time."

### Products must sell

A good partnership has always been important. It can be crucial in a market which is experiencing an influx of more and more new distributors, suppliers and manufacturers. In times of increasing competition and increasingly short-term decisions, it is important to optimise processes and reduce costs. Suppliers and distributors need to close ranks; trust and smooth processes are becoming increasingly necessary. There are many time and efficiency killers, and K+M tries to identify and eliminate them. As an example, Hennig cites the current practice of always writing offers immediately, even if the customer's requirements have not been clearly identified. K+M counteracts this with its multiportal system: Here, the customer can look ahead and make a pre-selection before he then goes into detail with the consultant and makes a specific request. In order to minimise the effort of submitting an offer, an informative briefing is also very important. "It is worthwhile to exactly determine the customer's requirements. We must sell advertising! If we keep an eye on this goal in every consultation, we can quickly identify those products which work optimally in the respective context," explains Hennig.

### Professionalism convinces

This spring, the promotional product trade show once again followed the successful tried and tested concept based on a combination of information, advice and an event. A few new suppliers also brought a fresh note to the product portfolio: delicacies, culinary sets, wines and spirits from the region as well as trendy products in striking colours set new accents. There were not only products to be seen – several exhibitors also gave visitors a look behind the scenes: Kalfany Süße Werbung demonstrated the production of fruit gums, Senator demonstrated printing, and at InCrystal you could have your portrait lasered in 3D in a crystal cuboid. The trade show in Obertshausen has always been synonymous with professionalism, but is also renowned for its pleasant atmosphere and the cordial and personal support of customers and exhibitors by the K+M team. Last but not least, the irresistible smell from the catering zone seduces everyone present to drop by – to enjoy and network. Just as legendary as the professionalism of the trade show is the catering whose quality has been praised everywhere. <



The hosts Stéphane and Jutta Hennig were the contact persons for their customers throughout the day.



Product knowledge directly from the expert: Motivated exhibitors explained the latest promotional ideas to the guests.





The industry has proven again and again that advertising with **sweets** and **culinary delicacies** is always effective. Just as impressive is how diverse and ingenious advertising messages are as **sweet delights**.



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## Crispy and salty

The delicious promotional chips from Kalfany give every recipient a voracious appetite for crispy, salty snacks. In the original package with an individualised banderole around them, these classic snacks with quality and taste outclass many promotional competitors, as is known at Kalfany Süße Werbung. Here they personalise the savoury potato snacks from Pringles in the flavours of classic or paprika, and send them to all snack enthusiasts looking for a quick fix of energy with an edge.



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## Thinking about Christmas now

Because Christmas always comes so suddenly, Global Innovations is already bringing tasty quality Christmas stollen cakes to mind as a surprise for customers. These traditional stollen cakes have won many prizes and are a perfect gift for every customer. Of course, the sweet snack can also be ordered as a custom-made product. On orders of 10,000 or more (also in the form of mini-stollen cakes), special ingredients can be incorporated, and icing in a preferred colour or packages in an individual design provided.



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<https://www.psiproductfinder.de/mtq3ot>



## Vegan give-away ideas

Vegan food is increasingly gaining in popularity. This trend has now also reached give-aways by Jung on the promotional product market. The mini-bags hold roughly fifteen grams of vegan fruit gum fruits, and about six grams in the Vegan Duo flow pack. Both packages can be entirely designed in four colours. The new "dark whole nut amaranth" and "dark almond quinoa" Ritter Sport chocolate bars are individualised with a paper banderole around them. The Clever Snack fruit bar and Corny oat power, both from Schwartau, provide vegan energy and vitamins.

## International delicacies

The new Premium Marzipan Box from B&B Promotional Sweets is an exclusive chocolate box with 18 round, hand-made chocolates made of Italian marzipan in Belgian chocolate. These delicacies are sprinkled with various crumbles, such as coconut, ground nut, coffee, pistachio, dyed sugar and dried fruit. The elegant packaging can be customised according to the customer's wishes, with every box decorated with a stylish satin ribbon.



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## New designs

With the cheerfully fruity fruit gum clocks from Kaiserstuhl, which are supplied in ten-gram bags or in three-sided printable twelve-gram pyramids, the advertising company conveys special appreciation. The same effect is achieved by the colourful flowers made of fruit gum for every occasion. As a give-away, a letter or catalogue insert or simply on the reception desk, these bags are always appreciated. Many other fruit gums in promotional bags that are suitable for every occasion complement the product range of Kaiserstuhl.



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## Cool in the party mode

Two things are particularly important at garden parties and barbecues: cool drinks and a bottle opener. It is great if you are prepared for both. The Bayport cooling tub XL from PF Concept meets both requirements. The large container can be filled with ice, keeping beer, wine and soft drinks cool for a long time. The integrated bottle opener cannot be lost and is always ready to hand when thirsty party guests need a refreshment.





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## Neat coffee enjoyment

This is what koziol calls an "innovation push for the caffeine rush": mobile morning people will quickly find the Click Coffee to go mug to be an indispensable jump start. Its novel tip-up lid unmistakably shows the functional state and does not let anything spill out, even in the crowds on commuter trains. The attractive ribbed structure of the exterior also guarantees a sure grip and gives even heat-sensitive fingers the feeling of a connoisseur. Of course, the Click mug also fits into all common car beverage holders.

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## Journey back to childhood

The entire world is in unicorn fever. Der Zuckerbäcker enchants everyday life with trendy unicorn items. Equipped with the necessary pinch of magic is the colourful rainbow lolly. The spiral lolly weighs about 50 grams and is 22 centimetres tall. The small card can be designed completely according to customer requirements. Alternatively, the standard design can be easily complemented with a logo. Punching in the form of a rainbow makes this lolly a trendy eye-catcher.



## Fruit in a sweet husk

The high-quality organic snacks for snacking and nibbling from Landgarten also include the popular nibbling fruits: Hundreds of thin layers of finest Belgian organic Fairtrade chocolate form the crispy husk of the aromatic fruit. Whether it be whole milk, dark or white in a fruity variation, each variety is a temptation in its own right. Available in the 90-gram premium boxes with an individually printed label are the varieties ginger in dark chocolate, apple, cranberry orange, as well as berries and coffee beans in three different chocolates. In addition, the nibbling fruits are also suitable as give-aways in a 15- or 35-gram bag.



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

## A touch of vacation

The new Cuba drinking cup from elasto brings the holiday feeling directly home. Whether it be smoothies, milkshakes or sodas, the mug allows drinks to be served in an exotic way. The screw cover made of sheet metal with a sealing ring keeps annoying insects out, and spills are a thing of the past. Particularly practical is the integrated plastic straw with safety stopper at the lower end. Individual finishing in five-colour screen printing makes the 0.5 litre cup a real eye-catcher.



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<https://www.psiproductfinder.de/yzi3m2>

## Round trend

The chocolate talers from Stereo Holland Gebäck are an ideal advertising vehicle with versatile applications. The talers can feature a logo or advertising. An individual label in 4c is also possible. This delicious product is of high quality yet inexpensive, so it can also be used for large events and campaigns. An ideal give-away for all ages and target groups. Order quantities start from just 60 pieces.

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## See you next year

Sweet little promotional cups with this striking slogan were produced and distributed by Coga-Gastromea at this year's PSI Trade Show. The so-called sweet cup is an individually printable cup filled with different brand sweets. The cup is also available in a printable double or triple tray. PSI distributors can receive the finished trays delivered within five working days. The family-run printing company Coga-Gastromea adapts itself flexibly to distributors' wishes with its new 5AT express service.

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

## With the taste of Italy

If you like Italy, you will love this product from Römer Präsente. In an instant, it conjures up the taste of fresh bruschetta on your own dining table. The sturdy yellow gift box is filled with an 80 g bruschetta spice mixture and 0.1 l olive oil. It is mouth-watering at the very first sight. An advertising message or congratulations can be attached with a sticker on the gift box. Römer Präsente is a member of the Römer family and offers a wide range of culinary gifts, all of which are available from just one piece.



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Nine beers from around the world are included in this beer world trip from cosmopol. Well packaged, it is delivered to the customer with short descriptions of each of the brewed products in a premium gift box. Cosmopol can customise the gift boxes according to customer requirements. Adaptations of the box labels to a desired CI/CD are possible. Cosmopol sees itself as a service provider and can also handle the dispatch.



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## Inexpensive quality

The Weber® Food assortment of the Living Bytes brand agency is being strengthened: in addition to the best-selling “Weber® Gift Case” and “Weber® Premium BBQ Set with salt plate”, the new Weber® spice grinders are now also available. What is so special is that they are the first products in the Weber® Food range which advertisers can offer to their industry customers for less than ten euros. The spices were created by the barbecue experts of the Weber® Grill Academy in accordance with the recipes of the Weber® Grill Bible. To start with, there are Weber® spice grinders which are of course equipped with a ceramic grinder, in the three flavours steak barbecue, coarse herbal salt and exotic pepper. A further seven flavours are available on request.





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Mit dem Metmaxx® Genuss Set Flor y Casa bietet Spranz eine echte Genusskombination aus edlem, handgeschöpften, herkunftsgeschütztem und unvergleichlich gutem Flor de Sal aus Tavira in Portugal, das Ganze in Verbindung mit einem edlen und zugleich praktischen Glasbehälter für einfaches Handling und gleichbleibende Frische. Die Gourmet Design Kombination wird in einem Naturkarton ausgeliefert. Auch hier steht das Unternehmen zu seinem Grundsatz „Designprodukte ohne Designzuschlag“.



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## Marken-Mix in der Cup Box

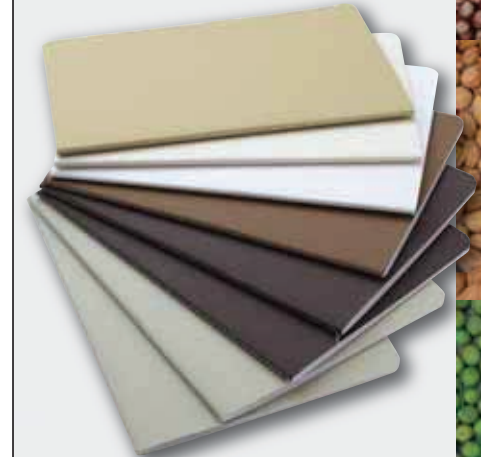
Wie sich Werbende bei ihren Kunden und Zielgruppen mit einem besonders geschmackvollen Präsent bedanken, weiß man bei Jung: Die Cup Box aus weißem Karton beinhaltet eine Mischung aus acht leckeren Miniatures der Marken Mars, Snickers, Bounty oder Twix. Die komplette Box beeindruckt durch ihre stylistische Tassen- oder Vasenform und kann dabei nach Kundenwunsch komplett individualisiert werden. Ideal als Dankeschön für Automobilkunden, im Versicherungs- oder Bankgewerbe sowie im Immobilienbereich.

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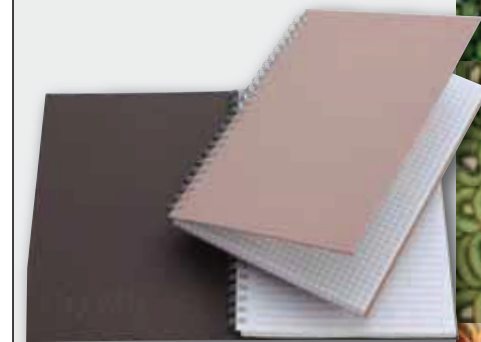
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## Unicorn dream

A dream in white with colourful chocolate pearls is the “unicorn dream” of Hof Löbke. The sweet sandwich spread, which not only enriches breakfast, is made of white, Belgian chocolate which melts with a crackling effect on the tongue. It is also suitable for decorating pastries and cakes, and when the cream is scooped directly from the glass, pure enjoyment is ensured. The glass can later be used for preserving or as a decorative element.



PSI 49120 • Hof Löbke GmbH & Co. KG  
Tel +49 5451-5058300  
vertrieb@loebke.com • www.loebke.com  
<https://www.psiproductfinder.de/ntc4nt>



## Refreshing cold infusion

With the Bio TeaSticks from Sanders Imagetools, you are not only optimally prepared for the cold season but also for spring and summer because the manufacturer has now completely overhauled its range: the new Bio TeaStick “Sommerfrische” with lemon myrtle is particularly refreshing and thirst-quenching in the hot season. The antioxidants of the green tea are intensively preserved during the cold infusion and can thus fully unfold their positive properties. Individually printed flowpacks for all varieties are now available from 400 pieces – always 4-colour printed with a “simple cost structure”. The creative packaging, such as TeaFlyer or TeaMail from just 400 pieces, nicely match each other and can be completely individualised. The Bio TeaStick with a total of 11 varieties offers something for every taste and occasion.

PSI 46551 • Sanders Imagetools GmbH & Co. KG  
Tel +49 9401 607980  
welcome@imagetools.com  
www.imagetools.com  
<https://www.psiproductfinder.de/zge1nt>

## Seasoning with style

When it comes to enjoyment, the promotional product all-rounder Macma proposes a mini-sized rubberised salt and peppermill made of stainless steel with ceramic grinders. It looks great on any laid table. Advertising can be attached on the mill by laser engraving.



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Tel +49 9971 85710  
info@cd-lux.de • www.cd-lux.de  
<https://www.psiproductfinder.de/mgu2nj>

## Strong brands with a wow effect

Sweet, premium quality promotional products are popular everywhere. The team at CD-LUX is expanding its range with refreshingly new all-season products: the new oatmeal power bar from Corny promises a fruity taste experience for individual advertising messages. For fans of vegan chocolate: Two versions of Ritter Sport are now available in an individual design. A brand new addition to the range is the gluten-free mini-muffin in an individual promotional carton for extra chocolaty delight. Mailing with a sweet supplement all year round is celebrating a resounding comeback. On request, customer-specific products such as samples or gifts can be offered in a promotionally effective way. The new year-round catalogue and product samples can now be ordered from CD-LUX.



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## Savoury delicacies

The “Spice Up Your Life” gift box from cosmopol is “not for the faint-hearted”. Seven savoury delicacies from around the world, lovingly packaged in a premium gift box, including brief descriptions of each product, make this box a great surprise for those who like it a little spicier. Cosmopol can customise the gift boxes according to customer requirements. Adaptations of the box labels to a desired CI/CD are possible. Cosmopol sees itself as a service provider and can also handle the dispatch.



## Endless sweet topics

MemorySweets’ compact, individual sweet-themed boxes impress with their combination of flexibility and “infinite” combinations. The company boasts a diverse assortment of 3,000 different articles of confectionery for filling packages. Thus, every conceivable topic can be covered; there is no limit to creativity. Classic stamps are used for the special look “at a minimal cost and with a fast implementation of designs”. This gives the print a very personal touch and an unmistakable charm. Small quantities as well as medium-size order volumes in the five-digit range are no problem and are ready for shipping in a few days. All further details are available directly at MemorySweets.

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Fizzy ideas

BDW VIP-Band e.K. from the Swabian town of Reichenbach an der Fils near Stuttgart offers printed control wristbands, lanyards, buttons and accessories under the label “Securticket.com” for all kinds of events. We visited the company and discovered an impressive production facility.

## Control wristbands “Made in Germany”

# Impressive production



Production of fabric wristbands.

**T**he company can now look back on more than 20 years of continuous development and increasing success. For two decades, BDW VIP-Band e.K. has been synonymous with long reliability and quality “Made in Germany” – through on-site production. This enables BDW VIP-Band e.K. to manufacture and deliver its high-quality products in high volumes of up to 250,000 pieces as well as small series in the shortest possible time. The impressive achievements of the company are appreciated by numerous well-known customers who, once convinced, repeatedly choose Securticket products. The initiator of this success story is the founder, owner and CEO of the company, Thomas Diopan.



### Wristband provided the idea

After the qualified motor mechanic Thomas Diopan had been “on the road” by truck for a freight forwarder in Europe and North Africa for several years and gained useful experience, he discovered his interest in the printing industry and completed a retraining course to become a printer. He then spent some time working as a sales representative for a printing company when his attention was



drawn to the control wristbands of an American supplier at the Marketing Services in Frankfurt. The product was new to Germany and had aroused his entrepreneurial interest so much so that he resigned and took the plunge to become self-employed.

### The initial success

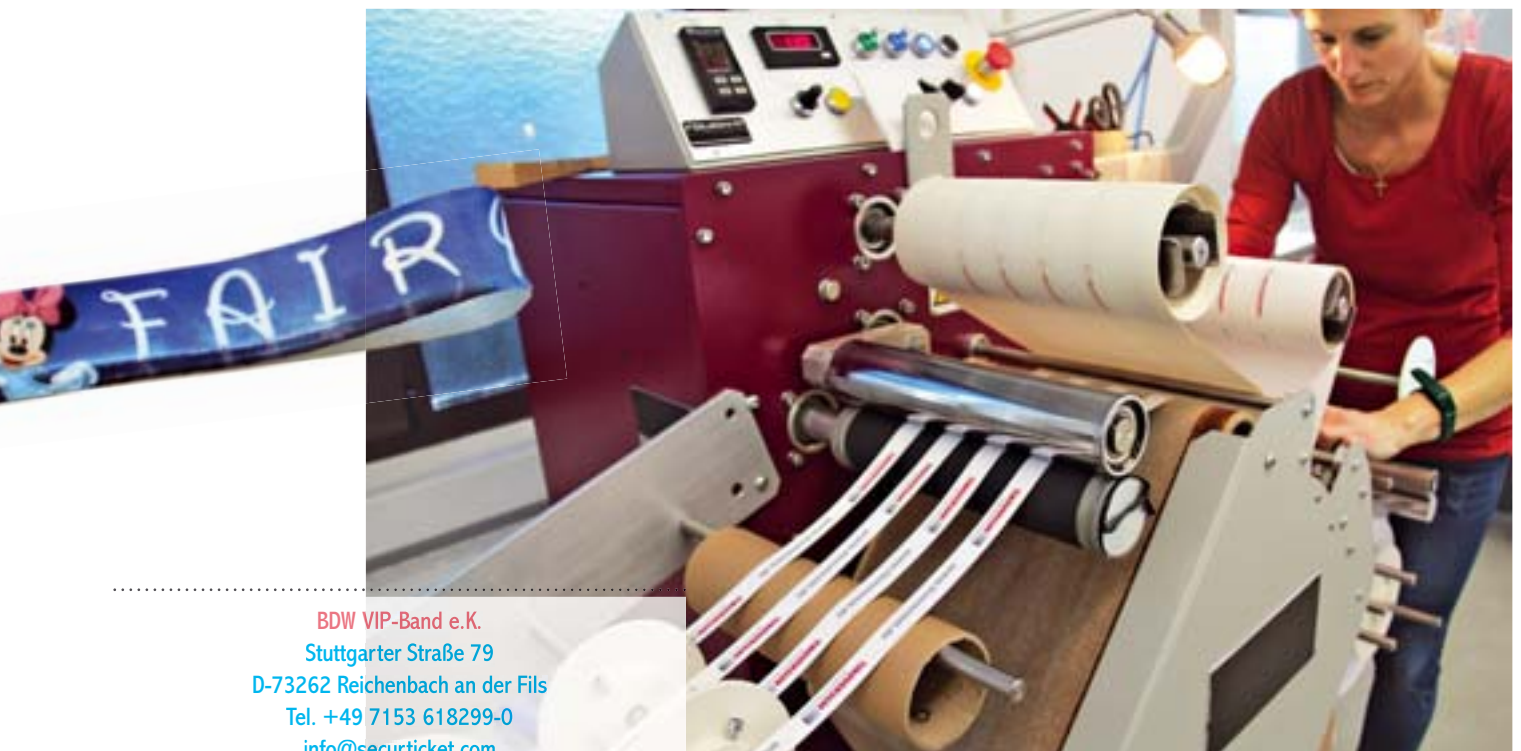
His career had an almost “classical” start with production in his garage, initially printing posters and brochures. Through a personal acquaintance, he was given the opportunity to supply DTM lanyards and wristbands for Mercedes. That worked out well and expanded his customer base through word of mouth in the DTM community. His company began to grow and moved from his garage to the first warehouse. The interest in these practical printed bands was aroused, the demand increased and soon a larger warehouse had to be found and he purchased his first printing machine.

### Business idea evolves

“The first years were very difficult,” recalls Diopan, who gradually acquired all the necessary knowledge and production means. With his diligence and keen attention to details, his know-how and business ideas developed more and more. From the outset, his company also “specialised in small production runs”. And by his own account,



Thomas Diopan founded the company and has developed it from a “garage company” into a modern production company.



BDW VIP-Band e.K.  
Stuttgarter Straße 79  
D-73262 Reichenbach an der Fils  
Tel. +49 7153 618299-0  
[info@securticket.com](mailto:info@securticket.com)

High production quality is ensured by trained personnel.



he was the only one who could deliver these bands in small quantities at a reasonable price/performance ratio. Even to this day.

### Satisfied and convinced customers

Especially the small, exquisite events for which he produced his printed bands and later also lanyards proved to be multipliers for ever larger orders from well-known com-

panies. Through the wide range of applications such as concerts, trade shows and other (sports) events (with their own wristbands for visitors, VIPs, sponsors, staff, press, etc.), youth protection, travel groups and luggage, the practical Securticket control wristbands captured more satisfied, convinced and loyal customers, thus enabling BDW VIP-Band e.K. to grow ever further. After the fifth relocation, the company now has 45 employees working on an area of 3,000 square metres. "And here, too, we are stretched to our limits", says Diopan, whose company currently serves customers in 14 European countries and delivers products to Kenya, Ecuador and the Maldives.

### Machine built according to own requirements

It is not without pride that Thomas Diopan presents his latest acquisition in production machinery with an investment volume of half a million euros: "A printing machine for custom-made products such as stickers, labels and the like which we had built for our purposes and special requirements." Featuring a modular design, it can also be extended as required.

### Comprehensive range

No matter how unspectacular wristbands may appear at first glance, these extremely useful organisational aids are available in many different variants. They are made of Tyvek (a resilient non-woven fabric made of polyethylene), PVC or fabric – depending on the type of application – and can be customised according to customer requirements. "The raw materials, fasteners and yarns for producing the bands are all supplied by regional suppliers," says Diopan. "This is more expensive, but very reliable in terms of quality." All materials are also certified; the high-quality fabric wristbands are available in neon colours according to Öko-Tex. The experts of the Securticket team can advise in selecting the band which is most suitable for the occasion. "In-depth personal advice on the various designs and application possibilities of the wristbands and lanyards is a matter of course for us," emphasises Diopan, who together with his team maintains an open, trustworthy communication with customers who regularly rate the company with top marks. Quality, reliability and delivery dependability round off the image of an efficient manufacturer who, as an impressive specialist, offers everything from a single source. <



Some work steps are still carefully done by hand.



Insights into the production processes.



The latest addition to the machinery: a printing machine built according to the specific needs of the company.

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Among the customisable technology and fitness highlights of the most recent PSI Trade Show were undoubtedly the cleverly conceived products of IT manufacturer Intos Electronic. The latest products of this specialist are presented on this page.

**New products presented at the PSI 2017**

# Sporty impression



**W**alnut gadgets from the woodline series include original USB sticks as well as innovative sports accessories. Bicycle bags, sports belts, smartphone wristbands and the like with individual brands enrich the mobile lifestyle and ensure the company leaves a lasting impression.

## Sporty, sporty

Fitness and technology have long been part of everyday life for many gadget lovers. Joggers and athletes always have a mobile companion at their side. Why not combine sports with something useful? With the clever products from Intos Electronic AG, sports enthusiasts not only carry their smartphones but also a clearly visible brand. If the individual company logo appears on the sporty smartphone wristband or the brightly coloured Duo belt bag, the brand also runs through parks and forests and along roads. Companies can also score on the sporty Mobile belt bag for music fans or the sporty Hydratic belt bag with drinking bottle.

## Data carriers for storage medium

Also new to the range of promotional products is a large selection of original customisable USB sticks. Technology fans have the choice between heart, clasp, car or wristband. The more than 150 different models can be branded by laser engraving or with black-and-white or colour printing. Style and design are in no way compromised, as the wooden products prove. The products of the woodline series convey warmth and value. The USB 3.0 flash memory woodstick, for example, stores data volumes of up to 128 GB in a high-quality walnut case and transfers it at a super speed. The walnut writing instruments woodpen and woodstylus lie comfortably in the hand. Impressive speakers and powerbanks complete the woodline range. Individually personalised with the company logo, pleasant haptics blend with positive memories and ensure emotionally positive customers and employees.

## Intos Electronic AG

Intos Electronic AG is headquartered in Gießen, Germany. As a manufacturer and distributor of IT accessories with a focus on cables, its range of products is geared to retailers, system houses and industrial customers. Its own brand InLine covers 4,000 products and its entire range covers over 6,000 products, 95 percent of which are available from stock.

[www.inline-info.de](http://www.inline-info.de)



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**Wojciech Pawlowski**

# A bubbling source of ideas

Wojciech Pawlowski is a satisfied man. The 55-year-old leads a fulfilling professional and private life. "I have a happy family and a prosperous company," says the founder and managing director of badge4u. We portray a man whose success is based on his spontaneity.



he fact that his company is today one of the most renowned Polish manufacturers of promotional products is not least due to a friend who invited him to a trade show for promotional products in Stockholm in

1992. The graduate electronics engineer had met this friend in Sweden where he had worked during his time as a student. "At the trade show for promotional products in Stockholm, I met the owner of the Swedish company Quick Button. His company had badge-making machines and blanks for badges on offer. I was very interested in that," recalls Wojciech Pawlowski, adding, "I went back to Poland and had a new plan for my future. I also wanted to produce badges." He decided to give up his job at a research centre and devoted himself entirely to a completely new challenge. And it certainly was a big challenge.

## It all began with 40,000 badges

"1992 was just three years after the political upheaval in Poland. The advertising market was still in its infancy. I took some samples of my badges and showed them to the organizers of Winter Universiade. The next day I had my first order: 40,000 of my 56 mm badges were ordered. I immediately travelled to Sweden and bought a badge-making machine and blanks," recalls Wojciech Pawlowski as he looks back on his successful beginnings 25 years ago. "Due to the linguistic similarities and the culture, I initially concentrated on the market in Russia and the Ukraine where I built up a network of sales partners and gradually expanded." Since then, a lot has happened. After beginning in a small apartment with one employee, badge4u has today developed into a major company with 50 employees in a three-building complex on 1,700 square metres. Affordable office and production facilities eventually made it possible to expand to Western Europe. The clever entrepreneur invested in his own digital printing

and other production machines. "We are one of the market leaders in the EU-wide badge business", says a proud Wojciech Pawlowski. However, there is still room to grow: "There is still a lot to do to become the number one." The successful entrepreneur is well aware that this is only possible with his entire team. He also clearly expresses this: "My greatest success is the team that works with me. I know every single step in our production process very precisely. I know what my employees have to do and appreciate what they do."

### Some orders are more than simply business

For Wojciech Pawlowski, badge4u is far more than simply a company: "It is like my second home," he says summing up his bond. The performance of badge4u is quite impressive. 15 million badges are produced each year. In addition, a wide range of other products are also now available. In 2011, badge4u introduced the mobile phone cleaner. "We were the first to launch this product on the EU market," says Wojciech Pawlowski. Today four million pieces are produced every year. Besides these two main products, badge4u offers magnets, iMagnets (silicone stickers) and mobile phone grips (anti-slip stickers for mobile phones). For four years, there has also been another key product. "In 2013, we developed and introduced the Card-guard. This is a special case that protects all contactless payment cards in the cheque card format against unauthorized access and data transfer," says Wojciech Pawlowski as he expands on his product portfolio which also includes the Mobile Card Pocket made of silicone or plastic, which can be attached to the back of a mobile phone. Wojciech Pawlowski sums up the secret of his entrepreneurial success: "The market for advertising gadgets, especially for inexpensive items and give-aways, is quite stable and not prone to turbulences. We produce high-quality products at competitive prices with a short delivery time. In order to be really successful, I must sell a very large number of items. Fortunately, we have been able to do so despite Chinese competitors. "Success has proved him right, and badge4u has already received a number of exceptional orders, for example the production of badges for the EU referendum in Poland in 2004. "This was not just a business deal for me", Wojciech Pawlowski proudly remarks, "but a huge opportunity to present badge4u on the entire EU market. Since that time, we are no longer just a Polish partner, but a European partner."

### International presence is essential

He also attributes his international success to the numerous participations at all major trade shows around the world. For years, Wojciech Pawlowski has been exhibiting with badge4u at the PSI. He also regularly attends other trade shows such as PTE in Milan, European Sourcing

## WOJCIECH PAWLOWSKI IN PERSON

### What was your first thought this morning?

I finally slept well and did not have jet lag since my return from Cambodia.

### When is your day a good one?

Every day is a good day for me.

### What gets you in a good mood?

People with a smile on their face.

### And what drives you crazy?

People who are jealous of the success of others and constantly complain, but do not do anything about it.

### What are you most likely to forgive yourself for?

Talking too much.

### When do you lose track of time?

When I am skiing.

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

To Australia.

### What do you like spending your money on?

Travel.

### Do you let yourself be seduced by advertising?

No.

### When is a promotional product a good promotional product?

When it is inexpensive but is useful nonetheless.

### What is the best promotional product you have ever received?

I'm still waiting.

### What do you find irritating in relation to promotional products?

When they do not sell well.



Paris, CTCO Lyon, Reklama Polygraf Prague, Trade Only Show Coventry, Hong Kong Gifts & Premium, REX Kiev, COPI's Sofia and Romexpo Bucharest. "Prospective as well as existing customers therefore have a good opportunity to get to know badge4u. In addition, with our high production quality, short delivery times and competitive prices, we have been able to gain the trust of our customers," explains Wojciech Pawlowski. "We now exhibit at 18 trade shows in Europe, Hong Kong and Dubai every year." The fact that badge4u has long since gained a great deal of recognition can also be seen in the numerous prizes that the company has received up to now, including the "Korona Reklamy", the highest award of the Polish advertising industry. In addition, badge4u was also nominated for the PSI Sustainability Awards in the "Economic Excellence" category in 2016. However, prizes and awards are not everything. Wojciech Pawlowski attaches great importance to certifications. In order to meet all requirements, badge4u has been certified in quality management



according to ISO 9001: 2008, in environmental management according to ISO 14001:2004, and in occupational health and safety management according to OHSAS 18001. In addition, the company has undergone several audits to ensure that its services meet the highest quality standards and environmental requirements. All processes are put to the test: services provided, internal processes, customer care and satisfaction, the implementation of legal requirements and regulations.

### Perfectly positioned for the future

Wojciech Pawlowski is not concerned about the future. “The promotional product industry has great potential. People love to receive gifts,” he says with a bright smile. In terms of ideas and technology, his company is excellently positioned for this. “For our 25th anniversary, we recently presented a ‘5-in-1 key fob’. A truly multifunctional tool that serves as a key holder as well as a shopping trolley chip, a bottle and can opener as well as bottle cap. I think this product will be very successful – not least because of the advertising we are going to do.” And with a view to technology, he adds, “We have an automatic and semi-automatic production line. Thus, we can execute large orders in a short time (60,000 pieces per day). We treat every customer equally professionally, whether he orders 50 or 500,000 pieces. “However, despite all the potential of the promotional product industry and all the ideas and technical possibilities, Wojciech Pawlowski sees the greatest asset in his son Marcin. With him, the second generation is now in the forefront. “All the expansions that I have implemented over the past few years have also been done for my son. I am delighted that he will continue to run the business,” says Wojciech Pawlowski with a smile on his face. And this radiance becomes even more noticeable when he talks about the next generation. The very proud grandfather of two granddaughters gets very excit-

»

# THERE IS STILL A LOT TO DO TO BECOME THE NUMBER ONE

Wojciech Pawlowski

»

ed about this topic. The keen skier calls the little ones “my greatest treasure”, and is passionate about undertaking alpine ski tours together. He then takes out his smartphone and shows a small film in which he can be seen with his three-and-a-half-year-old granddaughter on a ski slope. “She likes red slopes,” says the proud grandfather whose heart beats faster. Moreover, he has long since changed his working hours. “She loves having breakfast with me.” So, it has worked out well after having decided that he has had enough. The future of badge4u is secured and Wojciech Pawlowski can now afford an invaluable luxury: He works just for fun. And he still has a lot of fun. <



Wojciech Pawlowski (left) sees the greatest asset in his son Marcin.

8

O

Orders

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In

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## Expressive and communicative

The name of the new senator® **ballpoint pen** says it all. Whether as a glossy transparent "clear" version or a brilliantly opaque "polished" version – both surfaces are offered in 15 different colours and are optionally available with metal tips. The shaft and clip offer a lot of advertising space; the white version can be finished over a large area with Senator® HD printing.

PSI 41838 • SENATOR GmbH & Co. KGaA  
Tel +49 6162 801-2718 • [aniebel@senator.com](mailto:aniebel@senator.com) • [www.senator.com](http://www.senator.com)  
<https://www.psiproductfinder.de/ytizzd>



## Pleasure for the eyes and ears

A cool **soundbar** with 10 watts. The lightweight (569 grams) features a microphone with a hands-free function, a Micro SD card slot and AUX input. The Bluetooth soundbar measures 40.8 by 5.2 by 5 cm and is made of ABS/metal. Advertising can be applied by printing along the top (50 by 25 millimetres).

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





## Mini organiser – maxi effect

The little brother of the Post-it® Notes Organiser Set includes a Post-it® Notes Block in A8 size and a five-colour Index Mini Set. The envelope and notes can be freely designed in 4c. The high-quality Post-it® **Notes Organiser Set Mini** lies compactly in your hand, on a table or in your pocket.

PSI 49018 • Michael Schiffer Promotion GmbH • Tel +49 2843 1692115  
 promotion@michaelschiffer.com • www.promotion.michaelschiffer.com  
<https://www.psiproductfinder.de/mta4mz>



## Compact incentive

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 Tel +49 202 4045144 • info@wera.de • www.wera.de  
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## Ideal for sport and outdoor

The **ActiveTowel sports towel** from Polyclean is a must-have for all fitness fans and sports enthusiasts. Whether in everyday life, at home, in the gym or on the go, this compact and practical companion can be used everywhere. With the high-quality and full-surface HD photoprint, it offers a wide range of advertising possibilities. In this way, advertisers can make their logo, slogan or design a permanent companion for all sports and outdoor activities. The super-soft sports towel made of high-quality P-9000® microfibre is available at short notice in two different sizes from 75 units.

PSI 46596 • Polyclean International GmbH  
 Tel +49 2561 865580 • info@polyclean.com • www.polyclean.com  
<https://www.psiproductfinder.de/mtiwmnd>

## Special effects for more attention

The STABILO vista appeals as a **ballpoint pen** in four transparent colour versions and with an unusual design. The transparent shaft and white inner tube are entirely printable. Recessed grips on the shaft ensure the right grip and the extra-large push button is easy to use. The transparent look in red, blue, black or white gives the pen a cool appearance. The extra-large refill ensures pleasant writing comfort. Promotional messages can be positioned on the shaft and inner tubes. In addition, the wide clip can be finished with pad printing.

PSI 43287 • Schwan-STABILO Promotion Products GmbH & Co. KG  
Tel +49 911 5673455 • [service@stabilo-promotion.com](mailto:service@stabilo-promotion.com) • [www.stabilo-promotion.com](http://www.stabilo-promotion.com)  
<https://www.psiproductfinder.de/ndm5m2>



## Winner type

The new **Match-Book** from Geiger-Notes combines an individually printed cover with rubber band and pen loop in any desired colour. Manufactured with high quality according to individual requirements, it scores with a particularly reasonable all-inclusive price. The new business notebook with round corners is available in A4 and A5 sizes. Advertising printed in 4C quality digital on the complete cover is always included. The surface can be finished in matt or gloss. The highlight feature, however, is the rubber band closure and rubber pen loop. The customer can choose from seven colours. The Match-Book also includes the micro-perforation of all pages and a practical pocket.

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

## Colourful and diverse

Whether it be elegant and reserved or striking and offensive, the new 150 KS **ballpoint pen model** leaves plenty of scope for creativity. The muted colours are ideal for a discreet advertising appearance, the brightly coloured designs ensure the necessary attention and immediately become an eye-catcher on every desk. Made of high-quality aluminium, this newcomer is not only functional, but also offers a wide range of different finishing techniques. The engraving appears bright and multi-colour prints can easily be created. The appearance is rounded off by a blue-writing, large-volume metal refill which guarantees a long writing pleasure.

PSI 47160 • Hauff Schreibgeräte GmbH • Tel +49 7531 4571780  
[contacts@hauff-gmbh.de](mailto:contacts@hauff-gmbh.de) • [www.hauff-gmbh.de](http://www.hauff-gmbh.de)  
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## PPEXpo to become PPD LIVE | New name, new ideas

In 2017, the last PPEXpo went off – as PPEXpo. In 2018, it will be back: with a new name, new ideas and some additions, as Martin Varley, President of the event's producer Customer Focus, recently announced.

Following on from the success of January's PPEXpo 2017, show organisers Customer Focus had planned to rebrand the event as Resellex, a broader conference-led reseller event. However, following clear feedback about the importance and popularity of the PPEXpo event for the Promotional Product Industry, and following careful consideration Customer Focus, the producers of the event, announced "to give the industry exactly what they are asking for.

And more." Martin Varley, President of Customer Focus, said: "We tried to achieve two things with the name change to Resellex, first a broadening of the show's content, and second, by adding a third day we aimed to create an opportunity to help Distributors engage with and share the benefits of promotional products with End-Users, following the lead set by PSI and PPPC."



### Coming up to what the industry wants

With view to these plans, Martin Varley adds: "I recognise that the plans caused some confusion. And we have listened to the sentiment of our Distributors and Suppliers. Just last year I wrote an article on why entrepreneurs change their minds. I didn't expect to be putting my thinking into practice so publicly, so soon, but all that matters is making this event everything the industry wants. As such, we are committing our full resource to creating an even bigger, more topical and highly engaging industry focused event – bigger and better than ever before." It is important to Customer Focus and its president to clarify the format of the show. "We are simply adding a way for distributors to engage with End-Users as they do in many other geographical markets. End-User brands will be able to attend the event in a carefully coordinated way, always accompanied by distributor partners."

### The idea behind PPD LIVE

But the year 2018 has still more to offer. "We are placing the industry's media title, PPD, right at the heart of the event," adds Martin Varley and: "Next year's show will be called 'PPD LIVE 2018'. A place where the industry launches, shares, learns and connects. We listened to the feedback, and we are incredibly excited about this change. This step is a commitment to the industry, taking on customer feedback. It marks a re-confirmation that the show's priority is bringing together the industry's best Suppliers and Distributors for this trade show event, next January," is announced by Customer Focus. PPD LIVE 2018 will continue as a three-day event, to be held at the popular Ricoh Arena in Coventry from Tuesday 16th to Thursday 18th January 2018.

### Showing the benefit of professional distributors

The format of the event is largely the same, says Customer Focus, with the addition of a third day "featuring a world-class conference hosting an unmissable series of talks from excellent business leaders, academics, cultural icons, entrepreneurs and marketers from across the world." The End-Users, explains Customer Focus, will either be hosted by their current Distributors or matched with appropriate distributors in a special 'Brand Lounge' where key Distributors will be provided with a meeting space to welcome their guests. End-User attendance will be limited to around 500, each of whom have a budget of at least £50,000 per year. There will be capacity for around 30 Distributors to have a hosting area. As in 2017 an invitation was extended to all of the Major Industry Associations around the globe and again to the BPMA to help End-Users see the benefit of buying from professional Distributors that embrace quality and compliance along with creativity and innovation. The full PPD LIVE website will be launched Spring 2017. <



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**9 – 11 January  
Düsseldorf 2018**

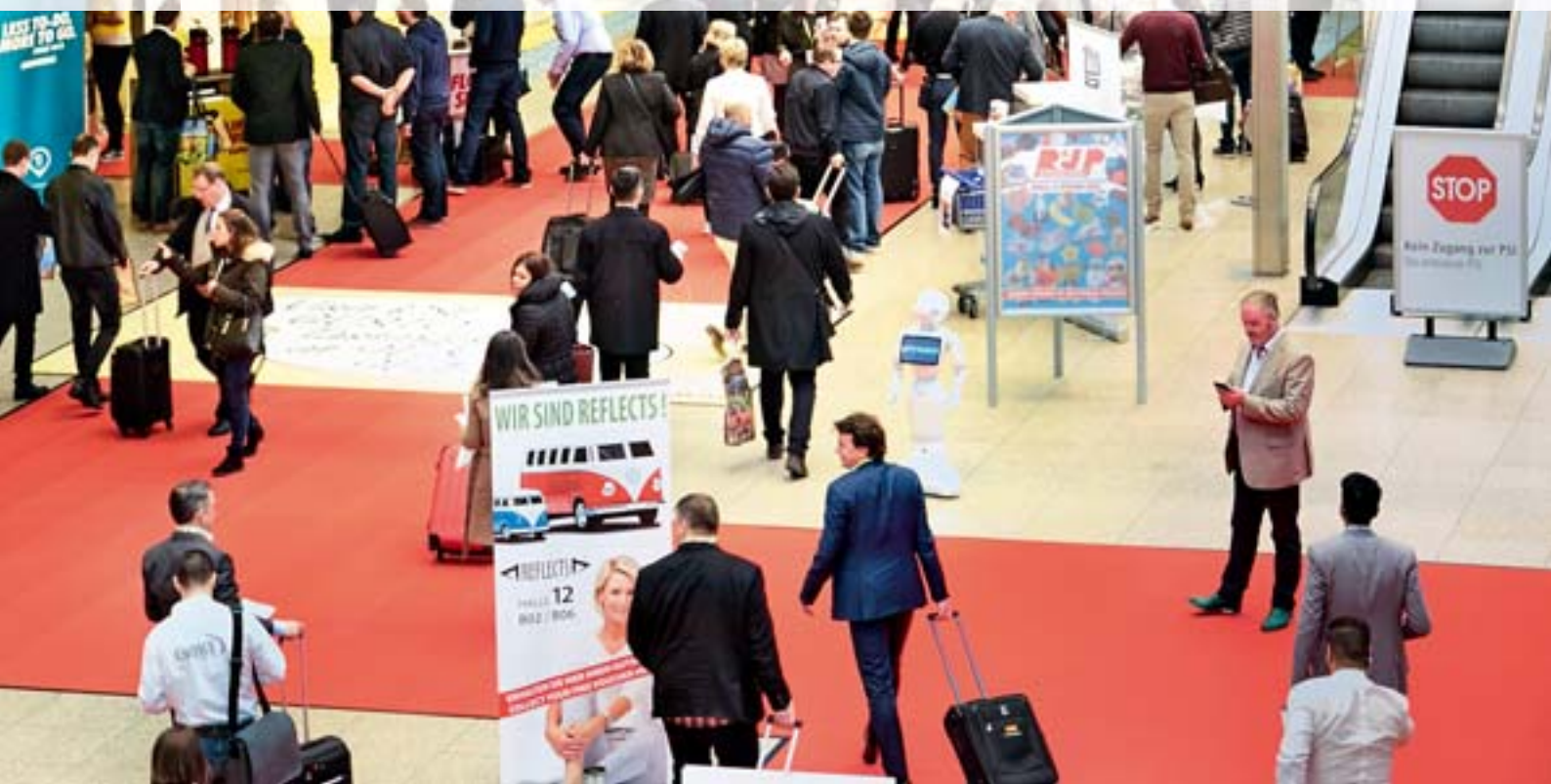
**The Leading European Trade Show  
of the Promotional Product Industry**





**Reflection of exhibitors and visitors**

# Hot spot for innovations







**Patrick de Vries** | bb med. product

### **Important topic vegan cosmetics**

Hand and surface disinfection are currently a major issue. And naturally we have some attractive solutions to offer the promotional product sector – for order quantities from just 1,000 pieces, Made in Germany, of course. We also see a strong demand for (vegan) cosmetics. We are participating at the PSI for the 14th time and use the trade show to meet our long-standing business partners as well as to acquire new customers. Moreover, we are eagerly looking forward to the Industry Customer Day.

**Didier Collignon** | Falk&Ross

### **Focus on organic products**

It is important for us to be present at the PSI. We were absent for some time but we have been back for the past two years. We are not entirely convinced of the idea of giving industry customers access to the trade show. The concept is not convincing. This year, we are focusing on organic products. We have also developed a no-label concept with our “nakedshirt” brand. Customers can make their own personalized products according to their ideas.



**Robert Paap** | Esbit

### **High-quality visitors**

After having been absent for two years, we are now back at the PSI with a positive feeling. This year, we also have a variety of new products that are more suitable for the market. And this assessment has so far proven to be correct. With our food containers and stylish drinking bottles, we meet the trend in our core area of Outdoor. With our exceptional stand space, we also have a significantly higher visitor frequency, including an estimated 60 per cent of foreign visitors. We also have the impression that the quality of our visitors is quite high, so we have been able to impress with our assortment, which we are showing for the first time in this breadth, and our authenticity.

**Ferdinand Willems** | Condom Message

### **Orders are increasing rapidly**

The PSI is always a very nice experience. That is why we have been coming for five years. One of the advantages: After the trade show, the number of orders we receive always increases rapidly. This year, we also had a really good stand location which drew a lot of attention. We are very satisfied.



**Thomas Diopan** | BDW VIP-Band

### **Vividly demonstrating our qualities**

As a direct manufacturer, the PSI offers us the unique opportunity to present ourselves to an international specialist audience during three intensive days, as well as to deepen our personal relations with existing customers. Here, we can provide a brief overview of our qualities: supply control bracelets “Made in Germany” for events of all kinds at short notice and, if required, even in small quantities. So far, we are very satisfied because in addition to an enormous amount of interest we have received specific inquiries. We are also looking forward to the Industry Customer Day and hope to be pleasantly surprised.



**Stefan Fleischmann** | Sanders Imagetools

## Industry Customer Day a great success

For us, the Industry Customer Day was a resounding success! Thanks to the excellent organisation and clear allocation of the industry customers to distributors, we can process projects unambiguously through the specialist trade. It is particularly positive that the promotional product industry has acted professionally towards industry decision-makers. The promotional product industry has seized the opportunity to step out of the shadow of small events such as in-house trade shows and roadshows. Particularly noteworthy is the quality of the industry customers who were interested in searching for great products for specific projects. All in all, it was a successful day with a lot of positive feedback from both the distributors and the industry customers. We are already looking forward to the PSI 2018!

**Martin Gauger** | b+a Vertriebs GmbH

## Concentrated creativity

We use the trade show to personally meet our customers whose direct feedback is very important to us. Our stand in Hall 9, which we are now occupying for the third time, is great for us. The PSI Trade Show is ultimately the “most positive” trade show I know. Positive in terms of the highly motivated exhibitors and also in terms of the motivated visitors – all in all a great audience with genuine experts. PSI distributors are always open-minded and look forward to new products and developments which can be found at the trade show. There is certainly a “sense of togetherness” here. My son, who is here for the second time, expressed it most succinctly. He is so motivated that there is no need for any motivation training. Such concentrated creativity coupled with this consistently positive attitude can rarely be found elsewhere.



**Josef Mitter** | Moosmayr

## Customer contacts at last year's level

I am positively impressed by the trade show; In my opinion it fully fulfils its purpose. As for the number of customer contacts, I would say we are at last year's level. However, the quality of the contacts can only be determined afterwards. Only then can we say whether it was a success or not.

**Dr. Thomas Kiepe** | KHK

## Nice atmosphere

Tuesday started a bit weak for us but we had an excellent start on Wednesday. As far as the Industry Customer Day is concerned, we look forward to it without concern. We have observed worries more so on the part of the small promotional product companies. For large system or contract customers, dealing as an intermediary between the supplier and the industry is the norm. As a long-time exhibitor, I greatly appreciate the very pleasant atmosphere at the PSI. What strikes me is that Made in Germany is well received again!



**Tobias Köckert** | Mahlwerck

## Hot spot for innovations

Apart from the first few hours, the trade show was great! Our customers come to us because they know that we offer genuinely new products. A highlight this year was the “Poly” cup which impresses with its extravagant shape formed by individual polygonal surfaces. Its interesting shape is created with an isostatic press – in a process which has only recently been used producing hollowware. We are delighted that at the PSI we are also perceived as a high-quality manufacturer that creates concepts for new products. And of course, our PSI Café was once again a real crowd-puller.



**Manfred Janek** | KW Open

## Very interesting experience

Although we have long been active in the promotional product market as a specialist in the creation of sustainable promotional products, we are “newcomers” at PSI. The past three days have been very exciting because many visitors from other countries have been interested in our portfolio, including surprisingly many Scandinavians and guests from the Benelux countries. This is how PSI helps us to attract new customers. Today, on Thursday, industry customers of various sizes also came, either together with distributors or alone. A very interesting experience! We processed the contacts by using the dMas system which we already knew. This is more practical and effective than collecting business cards and facilitates the subsequent work as the data and notes are available at home on the computer.

**Alexander Lange** | Eurostyle

## Trends and tradition

Our stand, at which we display our entire range of products, is invariably rated very highly. We are excellently positioned here in the centre of the trade show and have major brands as our neighbours. As one can see at our stand, we have further expanded our range of travel luggage as this segment has become very well established. However, our core business continues to be leather goods. Incidentally, at the suggestion of customers, we are again manufacturing some small leather goods in Germany. We are thus returning to our roots as a leather goods manufacturer that meets the highest standards in terms of quality and safety.

**Maren Vargel** | Multiflower

## Super trend towards sustainability

Overall, we were very satisfied with the trade show. With our products, we are fully in line with the current “sustainability” trend. For example, “Bee’s Delight”, a set consisting of a colourful bee-wild flower mixture and a soil tablet placed in a cocoon bowl, was very well received. The entire set is placed into the earth where the bowl later dissolves. So, it is entirely sustainable! I saw the Industry Customer Day as a great opportunity. After a hesitant start, we were able to hold some positive discussions with industry customers. They were particularly target-oriented when a distributor accompanied the customers.

**Moritz Thamm** | Barbara Hofmann

## International audience

We have noticed a continuity at the PSI Trade Show in recent years; Visitor numbers are not fluctuating. The audience has become more international, however. We generate a lot of contacts here.

**René Abdel-All** | Stickzentrum Berlin

## The air is getting thinner

The PSI has been one of our fixed dates for the past ten years, but we have always been a visitor here. This year we are exhibitors for the first time. The Industry Customer Day is a good idea. But I can also fully understand the stance taken by some distributors. When you open the market, the air automatically becomes thinner. However, I do not think this will have an existential impact – neither today nor tomorrow.

**Daniel Lochbrunner** | Roll-Up.Bayern**International flair**

As first-time exhibitors at the trade show, we are very satisfied with our debut – also as far as the visitors are concerned. The international flair is particularly impressive. With our portfolio of roll-ups and promo counters, we can draw the attention of a broad spectrum of resellers to the advantages of our collection. The excellent response at this first trial makes us confident that we will return.

**Sabrina Krobath** | Samoa Regenponchos**Capital for promotional products is available**

We are first-time exhibitors and have experienced three very successful days with many interested visitors who are amazed at what can be achieved in the rainwear segment. We had booked our stand relatively early in the second row near the catwalk and are very satisfied with the location. The high number of visitors and the good feedback encourage us to be here again next year, possibly with an even larger stand. The beautiful stand design certainly contributed to the high visitor frequency. Basically, I have an upbeat mood about next year. I also have the impression that there is capital in marketing for representational advertising.

**Oliver Leykam** | Staedtler**Overall positive feeling**

The visitor frequency on the opening Tuesday was weaker at our stand compared to the previous year's start. The Wednesday, however, is at a very good level. I suspect the trade show visitors have to get used to the new weekday rhythm. My basic feeling, however, is overall positive. I expect an increase compared to the previous year. We have again scored points with the high-quality products of our traditional brand and an extreme production depth – 95% in Germany.

**Steffen Löhl** | reisen-thel**Well prepared for the distributor/industry customer-mix!**

As usual, the first day of the trade show was not highly frequented by visitors. A difference due to moving the trade show one day forward is not noticeable. The positive thing is that the visitors approach our stand with a specific purpose, especially to discover our spring collections. We are starting the new year with two new designs: with the special aquarius edition, we reinterpret our classic products and give them a summery, maritime touch. As with all our decors, the design artists stripes also enable us to especially reach customers whose business model is based on premiums. We have a neutral view about the Industry Customer Day. We already advise industry customers directly at many trade shows – we are very well prepared for this.

**Ulrika Lohbeck, Karin Mörnstedt** | FORM PRESS**We will be back in 2018**

We are participating at the PSI for the third time and are satisfied with the response. However, as a first-time and second-time exhibitor, we had slightly more visitors in recent years. The response was somehow larger. This year, we are exhibiting together with a co-exhibitor for the second time. This works really well. We are a Swedish family business and have a niche product with our birch veneer trays. Summing up, we can say that we will be back again next year.

**Christa Willumsen** | Poul Willumsen**Industry Customer Day is an opportunity for everyone**

The trade show has been running like a charm for us. Our customers know that they get creative and very individual give-aways in optimum quality „Made in Europe“. The fact that industry customers are coming is also good for everyone involved because the more comprehensive information we provide about our products, the better we can sell them. For me, the fear of the distributors that the suppliers could operate behind their backs is unjustified. After all, our business is based on long-term cooperation.

**Wolfram Mümmler** | e+m Holzprodukte**Strong interest in natural products**

The PSI has met our expectations. Our impression of the trade show is very positive. The clientele shows a strong interest in our natural products. The fact that we produce regionally is also very well received. The Industry Customer Day is an opportunity rather than a risk for us. We have prepared ourselves intensively for this day.

**Friederike Wittenbreder** | P&C Dienstleistungs KG**Experience diversity**

In my view, the PSI Trade Show is well attended and offers an amazing product variety. There is almost a sensory overload of the senses, but in a positive sense. As an industry customer, you discover products at the PSI which you would normally not encounter. You can get an overview of the market which is more diverse than expected. I am impressed by the internationality of the exhibitors and am particularly interested in new products.

**Herman Kusters** | Kusters Promogifts**No customers invited**

The PSI is the trade show for our industry. I have been a member for 40 years. However, I do not like some innovations. I do not advocate the idea of the Industry Customer Day. In my opinion, industry customers do not belong here. For this reason, I have not invited any of my customers. From discussions with distributors as well as with suppliers, I am not the only one who holds this view. I have grave misgivings about the future of the trade show if this trend continues. What a shame.

**Inder Brar, Aman Brar** | GiftSelection**More business in Europe**

I am back for the first time in three years and I must say: the PSI is bigger than ever. Our main focus is on new, small suppliers. We are mainly looking for new products. We are particularly interested in ceramics and umbrellas, but particularly products that are not available in England. We also want to do more business in Europe. I cannot say at the present time what the Brexit means for us. We do not know which industries will be affected or to what extent. There will certainly be more paperwork. Prices are already higher.







**Ingo Stauss** | Stauss Präsente

## **Contacts more interesting than products**

In my opinion, the PSI is no longer as attractive as it once was. I simply expect more from the largest trade show in our industry, especially in the area of product innovation. I also notice a clear focus on electronics; I, however, am looking for creative gifts for everyone. I now visit the trade show mainly to meet old contacts. This is sometimes more interesting than the products. Nonetheless, I will be back next year.

**Jordi Jávega, Edgar Novellón** | CONNECTAD

## **Seeing what the market has to offer**

Our expectations for PSI were to find new international suppliers and manufacturers and to establish interesting contacts. We just wanted to see what the market has to offer at the moment. In the end, our expectations were absolutely fulfilled. As for the Product Preview event, it would be nice to see more new products there and the event could be a bit more international.



**Manpreet Singh (I.)** | India Products. Corporate Gifting Solutions

## **A completely different dimension**

We are delighted to be here for the first time. Although we have often been at promotional product trade shows in Great Britain, the PSI is another dimension. The largest trade show we had ever visited had only 500 exhibitors. As for products, we have no special focus. Our target group is highly diversified and enjoys variety. With the right strategy, anything can be sold.

**Sveinung Sve, Jan Kåre Godtfredsen** | SVE Profilgaver AS

## **A good show, a great format**

After three days of the trade show, I can say that I am very satisfied. The PSI is a good show, a good format. I met very interesting suppliers and discovered great new products. I am not exactly sure how I find the idea with industry customers. I am curious to see whether the sequence of trade show days will be the same as it was this year.



**Ulrich Egner** | werberater

## **Guiding and accompanying industry customers**

The PSI is an ideal contact exchange for me, and this has been the case for 14 years. Here, I meet the people with whom I do business throughout the year. I am particularly interested in new finishing techniques such as printing and embroidery techniques. It is only through such techniques that a particular product becomes something special. I have a neutral view of the Industry Customer Day. However, I believe that the concept only makes sense when the distributor guides and accompanies industry customers. Anyone who enters these halls unprepared can quickly lose his orientation.

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

PSI No. 8593	Absolute Promotion APS, DENMARK	<a href="http://www.absolute-promotion.dk">www.absolute-promotion.dk</a>
PSI No. 12964	AD Création Alain Dewever, BELGIUM	<a href="http://www.adcreation.be">www.adcreation.be</a>
PSI No. 14104	AMAHÉ SPRL, BELGIUM	
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PSI No. 15254	batika - Ahmet Kurtulus e.U., AUSTRIA	
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PSI No. 14753	CARTECO SAS, ITALY	<a href="http://www.cartecoitalia.com">www.cartecoitalia.com</a>
PSI No. 14974	CN Trading VoF, THE NETHERLANDS	<a href="http://www.dereklameshop.nl">www.dereklameshop.nl</a>
PSI No. 11964	Connect Marketing AB, SWEDEN	<a href="http://www.connectmarketing.se">www.connectmarketing.se</a>
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PSI No. 15823	CSA PROMO SNC, ITALY	<a href="http://www.csapromo.it">www.csapromo.it</a>
PSI No. 11312	De 1ste Indruck Rudi Smeets, BELGIUM	
PSI No. 13512	DHM Sportsmarketing Inh. Detlev Hebel,	<a href="http://www.dh-m.de">www.dh-m.de</a>
PSI No. 14133	EFAG GmbH & Co. KG,	<a href="http://www.efag.com">www.efag.com</a>
PSI No. 6974	Eikenbusch GbR,	<a href="http://www.eikenbusch.de">www.eikenbusch.de</a>
PSI No. 10550	ha.tm - Die Werbeführerin Ingrid B. AnduBies,	<a href="http://www.ha-tm.de">www.ha-tm.de</a>
PSI No. 13312	H.B.C. d.o.o., SLOVENIA	<a href="http://www.promotionalgifts.eu">www.promotionalgifts.eu</a>
PSI No. 15295	anyframe - Geschäftsbereich HFB Handelsagentur GmbH,	<a href="http://www.hfb-cologne.com">www.hfb-cologne.com</a>
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PSI No. 15484	LAC Pubblicità s.r.l., ITALY	
PSI No. 14598	Mediengestaltung Wiese Markus R. Wiese,	<a href="http://www.mediengestaltungwiese.de">www.mediengestaltungwiese.de</a>
PSI No. 15715	Nordhorn Marketing Dienste Andrea Nordhorn,	<a href="http://www.nordhorn-marketing.de">www.nordhorn-marketing.de</a>
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PSI No. 49323	Njoy the music, THE NETHERLANDS	<a href="http://www.njoythemusic.com">www.njoythemusic.com</a>
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PSI No. 48691	palupas shoe GmbH,	<a href="http://www.myfotoflips.de">www.myfotoflips.de</a>
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PSI No. 49922	Polymark GB Ltd., UNITED KINGDOM	<a href="http://www.polymark.co.uk">www.polymark.co.uk</a>
PSI No. 49256	Promofabriek cv, THE NETHERLANDS	<a href="http://www.promofabriek.nl">www.promofabriek.nl</a>
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# In times of isolation

**I**n times of Brexit, Trump, war and rising uncertainty, isolation is often regarded as the preferred model. But it is the wrong model. The cultural and business exchanges between countries and, above all, between the people involved is one of the great achievements of modern civilisation.

This also applies to the promotional product industry. Over the last few weeks, I have had numerous meetings with distributors and suppliers of promotional products in various countries. They all agree with me on how important it is that we cultivate exchanges and initiate joint projects. The challenges are the same in all countries. Fortunately, the internationality that we have the opportunity to experience every year at the PSI Trade Show exists all year round. Experiences are continually being exchanged as part of the Promo Alliance, at meetings with the associations and during many smaller events.

Currently, a truly international community is developing to address the topic of sustainability. The current call for applications for the Sustainability Awards leads to company visits, panel discussions and numerous visits to the PSI office in Düsseldorf. Do not isolate yourself, contribute and become involved. We always look forward to a visit and new ideas!

Best regards,



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





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## Understanding and feeling good

Health has meant both physical and mental well-being for sensible as well as consciously feeling people since the outset. This has led to the development of a high-turnover market which the promotional product industry also contributes to with beautiful, soothing products. Wellness is also the magic word here, the need for a holistic wellness experience in the flow of our fast-moving (working) world. A relaxed, open-minded environment is also a good place to advertise. We will be presenting the latest news from the industry on "Wellness, Health and Lifestyle" in May. The second thematic group will be covering "Knives, Tools and Safety Products".

**Please give some thought to the product theme of the June 2017 issue with the thematic groups "USB, Powerbanks and Smartphone Accessories" as well as "Festivals and Events" and send your product presentations (image and text) by no later than 14 April 2017 to: Edit Line GmbH, Redaktion PSI Journal, e-mail hoechemer@edit-line.de.**

## Promo Swiss Awards presented

The first "Promo Swiss Awards" were presented in March during a festive evening at the end of the 11th edition of the PSF Forum, the trade show of Promoswiss, the Swiss promotional product industry. The "Campaign of the Year", the "Promotional Product of the Year" (each with three trophies) and the "Innovation of the Year" were selected. We will be presenting the winners and reporting in detail about the preceding product presentation.



## 25 years of Werbemittel Ruppner

Werbemittel Ruppner, the specialists for three-dimensional advertising from Braunsbedra, have been taking care of their customers (mainly from Saxony, Anhalt and Thuringia/Germany) for a quarter of a century. A central element in the year-round consultation-intensive service of the promotional product professionals is the annual in-house trade shows which are particularly popular with exhibitors and visitors alike. We were also there during the anniversary year of the company and will be reporting in detail in May.



## Imprint

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