

PSI EUROPE

PSI Journal

International Magazine

For Promotional

Products

May 2017

Volume 56



Axel Dostmann

TFA Dostmann

50 years in PSI network

Product Guide

Lifestyle, wellness, health

Knives, tools, safety products

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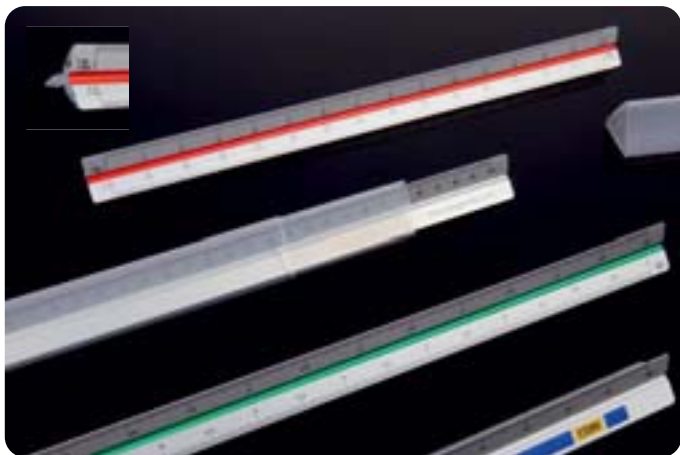
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Editorial

Turning point in the trade

Partly unnoticed, partly critically eyed, Amazon and its kind are revolutionising our lives. Politics is being overrun by this development. It continues to adopt the solutions of yesteryear. Google, Facebook and Amazon are meanwhile aiming to become monopolies in their markets. They are the Fuggers and Medicis of modern times.

But unlike the Amazons, the old dynasties meddled in politics and in the church, and even provided the highest dignitaries. They formed society so that their businesses could run smoothly and people could also buy their products. They did not make politics, they were politics.

The data giants from Silicon Valley, on the other hand, have had nothing to do with politics. They do not count in votes, they count in another currency: in users, fans and accounts. By contrast, the membership lists of the political parties in Europe look pitiful. Amazon has 300 million active customer accounts worldwide and generated a turnover of 136 billion dollars in 2016. What a trading power, but also a power to influence opinion.

No wonder that these corporations no longer think on a small scale like politicians do. For them, there is only one size: the world. Like former colonial masters, they overrun traditional trade routes, cause socioeconomic upheavals and greatly change business practices. As a side effect of their online shipping, they create active platforms for tax evasion, fake trade and price dumping par excellence. Whereby the argument of simply being a platform no longer holds. Amazon is actively involved in the business processes of its customers. 6,000 Chinese distributors alone are active on Amazon but only roughly 400 were registered at the relevant tax office in Berlin. It is estimated that European countries are losing billions from value added tax alone. And what flows through the online giant into the markets, including promotional products, is often of dreadful quality. Any monitoring? No chance!

Politics must take matters back into its own hands. If this does not happen, we will soon be facing gigantic distortions of competition. The warning signs are already there. And there will be distortions, the extent of which one does not want to imagine.

No, I am not a naysayer of progress, quite the opposite. But politics must stipulate and monitor the rules for the sake of social and economic well-being in democracies – not for the sake of a few digital companies worth billions.

On this note

Manfred Schlösser | Editor-in-Chief PSI Journal

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TRENDS & BRANDS

4

MARKET RESEARCH

8

FOCUS

WEEE: Extended responsibility for manufacturers 10

PRODUCT GUIDE

Lifestyle, wellness, health 16

INDUSTRY

Companies, Events, Markets 48

PIAP: 10 years of shared successes 52

Bartenbach Werbemittel: Attractive funfair of ideas 54

PSF Forum 2017: Satisfied participants – lucky winners 56

PRODUCT GUIDE

Knives, tools, safety products 60

COMPANY

SOL'S: New products, new markets 76

TFA Dostmann: 50 years in PSI network 78

PRODUCT GUIDE

Innovative Products 80

MYPSI

94

OPINION

96

PREVIEW – IMPRINT

98



Extended responsibility for manufacturers **10**

The WEEE Directive requires manufacturers of electrical and electronic equipment to take back and dispose of their old equipment in compliance with the law. Here is an overview of the requirements of the amendment to this directive which was published in 2012.

PIAP: 10 years of shared successes **52**

The seventh edition of the Polish Chamber of Promotional Products Industry Evening was a special event for the Management and Chamber Members. In February PIAP celebrated its 10th anniversary of its existence on the market. The PIAP Industry Evening was then a great occasion to commemorate this special event.



SOL'S: New products, new markets **76**

Founded in Paris more than 25 years ago, the French supplier SOL'S is now one of the market leaders in the field of promotional textiles. Whether it be T-shirts, polos, parkas, hats, towels or workwear: SOL'S offers its customers fashionable textiles in excellent quality. The core value of the company remains fairness, says Managing Director Alain Milgrom. We talked to him.



TFA Dostmann: 50 years in PSI network **78**

Ale benches, trestle tables and simple stands characterised the image of the first PSI trade shows. Heinz Dostmann, the founder of TFA Dostmann, still remembers the friendly, almost family-like togetherness. 50 years have passed and Dostmann is still involved.



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More paths lead to the goal

Producing for the garbage bin. In times when sustainability is becoming increasingly important, this is almost unthinkable. Globally more than three million tonnes of garbage are produced every day, while efforts are being made by more and more companies to act in an environmentally friendly manner. Naturally compatible products are highly popular.

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Valuable transforming

And when waste cannot be avoided? Then it should at least be usefully recycled. Preferably upcycled, which means nothing other than to convert waste products into as-new products. In this form of recycling, a material upgrade takes place, which not only benefits the environment, but also flatters the eye.



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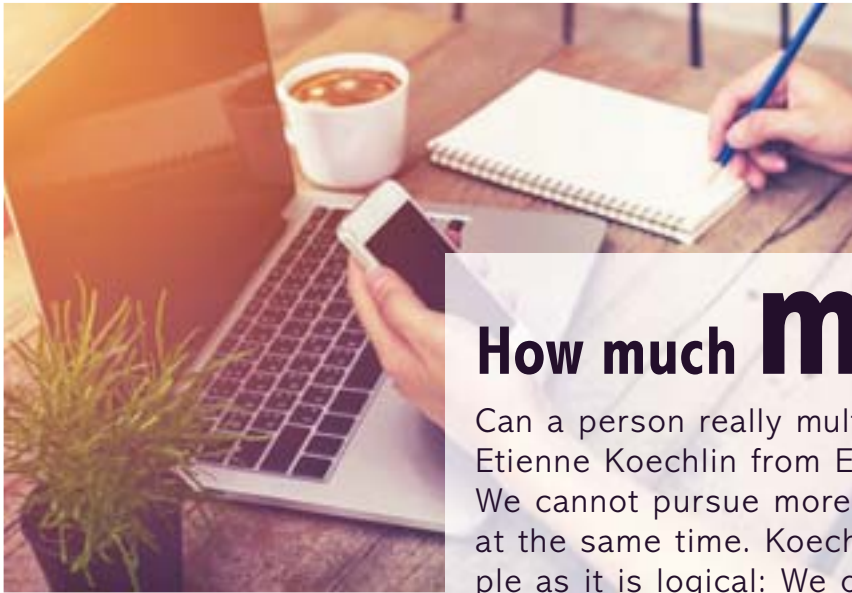
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How much **multi** is possible?

Can a person really multitask? No, says brain researcher Etienne Koechlin from Ecole normale supérieure in Paris. We cannot pursue more than two competing action targets at the same time. Koechlin's explanation for this is as simple as it is logical: We only have two brain halves.

Would you like a **little bit more?**

In 2017, multifunctionality will be a promising trend, especially across product groups and industries: furniture, natural cosmetics, outdoor shoes, streetwear or bicycles – whoever stays up to date in 2017 is surrounded by multifunctionality. There are no limits to **how much-in-one** there is.

Multiple choice: Here, "both and" is preferred to "either or"



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13
per cent
 is the correlation coefficient
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attributed to the aspect of sustainability, according to the Sustainable Image Score of Serviceplan Business Corporation.

97
per cent

of the French have a positive attitude towards promotional products. 79 per cent would like to receive more. This is the result of the latest survey conducted by the French promotional product association 2FPCO.

7 out of 10

American women and men interviewed for the PPAI Consumer Study 2016 associate happiness with promotional products. "Happy" is thus far ahead of "grateful" (46 per cent) and "impressed" (29 per cent).

1,958

participants from all over Europe registered for the PSI Industry Barometer 2/2016. This was a new record.

Every second

Dutch person (57 per cent) who has received a promotional product can remember the brand or name of the company who gave it. This level of recall is two times higher than with TV advertising (28 per cent). The Dutch industry association PPP recently published these figures on its website ppp-online.nl.

91 per cent

of the German households interviewed for the promotional product impact study by the GWW possessed promotional products which had been given to them in the course of an aided-recall survey.

32 billion

euros is the total amount invested in advertising in Germany. More than one-tenth of this amount is spent on promotional products.

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Focus



WEEE DIRECTIVE

Extended responsibility





The WEEE Directive requires manufacturers of electrical and electronic equipment to take back and dispose of their old equipment in compliance with the law. Here is an overview of the requirements of the amendment to this directive which was published in 2012.

In 2012, the amendment to the so-called WEEE Directive (Waste Electrical and Electronic Equipment) was published. On this basis, many new requirements concerning the extended manufacturer responsibility should have entered into force in the EU Member States by 2014. Although this deadline had only been observed by EU Member States in isolated cases, almost all Member States have now fully transposed the new requirements into national law. The background and objectives of the new requirements as well as exemplary effects on the manufacturers of electrical and electronic devices are outlined below.

The purpose of the EU directive

The core objective of the WEEE Directive is the protection of man and the environment. To this end, waste from electrical and electronic equipment is to be avoided as much as possible. A further measure is to treat waste in a professional manner – with the aim of safely removing pollutants and extracting secondary raw materials. In addition, an extended manufacturer responsibility was established. This entails numerous requirements for the products, such as compulsory labelling, but also regulates how they can be placed on the market. Based on the experience gained since 2005, the amendment to the WEEE Directive has the following main objectives:

- Increase collection and recycling rates
- Avoid illegal exports
- EU-wide harmonisation of requirements
- Increase transparency
- Facilitate enforcement

In a nutshell: The “WEEE system” should be more efficient. More e-scrap is to be collected and conformably utilised, and the fight against so-called free-riders is to be facilitated.

>>

for manufacturers





>> Changes taking the German ElektroG as an example

In Germany, the amended ElektroG (Electrical and Electronic Equipment Act) came into force in 2015. Much of the transitional period has expired and almost all new regulations are in force. The mere supply of electrical and electronic equipment can now entail a manufacturer's obligation. The manufacturer must also have his registered office in Germany or, alternatively, nominate an authorised representative to fulfil his obligations in Germany. Active registrations of "foreign" manufacturers are subsequently examined and annulled by the "joint body of the manufacturers", the "EAR Foundation" (Stiftung Elektro-Altgeräteregister). The purpose of these measures is, among other things, to ensure an easier enforcement of the law. In particular, infringements and financial claims can be pursued and enforced more easily within a Member State. Since 2016, the deposit of the financing guarantee for B2C equipment must be made within one calendar year. Consequently, guarantee periods overlapping calendar years are no longer possible. In addition, in the event of a guarantee claim, the EAR Foundation must be given direct access to the guaranty amount; a trustee solution is thereby no longer an option.

Take-back, reporting, collection

The main target of increasing collection rates is to be achieved, in particular, through the new take-back obligation of the trade. Provided that the stationary or online trade meets the legally defined criteria, it is obliged to take back certain electrical and electronic equipment from the end user, free of charge. The intention here is to make the end user's disposal of his old equipment as convenient as

New information portal www.ElektroG.de

Current facts about the ElektroG for all stakeholders

With the neutral information portal www.ElektroG.de that is open to the public, the environmental service provider Hellmann Process Management has been offering a new, useful service for all stakeholders of the ElektroG since July. The portal provides clear, comprehensible and comprehensive answers to all questions concerning the amendment of the Electrical and Electronic Equipment Act (ElektroG) and resource preservation.

The exhibition "E(h) alles nur Schrott?!", which has been funded by the German Federal Foundation for the Environment (DBU), has shown that there is a considerable

lack of information about the disposal of discarded old electrical equipment among consumers, in the trade and in the industry. It was clear that an information portal is necessary to provide comprehensive information on the correct handling of electrical and electronic equipment. This is the only way to prevent illegal waste transport and to conserve natural resources. As a consequence, Hellmann Process Management (HPM), an environmental service provider based in Osnabrück, developed the information portal www.ElektroG.de. It provides all the important information at a glance to manufacturers, distributors, public waste disposal authorities, citizens and waste disposal companies.

Who is considered to be a manufacturer?

“Manufacturer” means any natural or legal person who, irrespective of the selling technique, including by means of distance communication within the meaning of Directive 97/7/EC of the European Parliament and of the Council of 20 May 1997 on the protection of consumers in respect of distance contracts,

- is established in a Member State and manufactures electrical or electronic equipment under his own name or trade mark, or designs or manufactures electrical or electronic equipment and markets it under his name or trade mark within the territory of that Member State,
- is established in a Member State and resells in the territory of that Member State equipment of other suppliers under his own name or trade name, whereby the reseller is not to be regarded as a “manufacturer” if the manufacturer’s brand name appears on the equipment in accordance with Section,
- is established in a Member State and places on the market of that Member State electrical or electronic equipment from a third country or from another Member State for commercial purposes or
- directly or indirectly distributes electrical or electronic equipment to private households or users other than private households in a Member State by means of distance communication and is established in another Member State or in a third country.

possible. The comprehensive collection structure is a tool to collect large quantities of old equipment and return them to a certified recycling process. In addition, the notification and reporting obligations of all parties concerned – especially the manufacturers, distributors and public waste disposal authorities – have been significantly expanded in the light of the ambitious collection targets. For instance, in addition to the known reports, manufacturers

are obliged to report so-called indirect exports, i.e. quantities placed on the market in Germany, which have been demonstrably sent abroad by the customer. Transparent recording means that the quantity placed on the market in Germany is reduced and thus the collection rate increases. In order to support the proper handling and resource-efficient utilisation of collected old equipment, the recording procedure has been amended. For example, the

>>



Answers to practical questions

For each stakeholder, there is a specially designed section which gives him answers to practical questions, important advice, tips and recommendations for action. What is special about this is that the information portal is kept

neutral, and is supported by Handelsverband Deutschland - HDE e.V., Bundesverband E-Commerce und Versandhandel Deutschland e.V. (bevh), Bundesdeutscher Arbeitskreis für Umweltbewusstes Management (B.A.U.M.), BITKOM Servicegesellschaft mbH, Industrieverband Garten (IVG) e.V., Utopia GmbH as well as bvse-Bundesverband Sekundärrohstoffe und Entsorgung e.V. The diversity of the supporters always ensures the most up-to-date information about the ElektroG.

Continuous updating

“With the information portal www.ElektroG.de, it has been possible for the first time to inform all stakeholders – from manufacturers to citizens – about the return of electrical and electronic equipment. There are, for example, a number of regulations concerning the notification, reporting and information obligations associated with the take-back obligation of the trade. We are constantly updating the site to provide users with a competent and helpful platform,” says André Pohl, the Managing Director of HPM. <

>> so-called collection groups among the public waste management authorities have been rearranged and a separate collection of equipment with or without batteries is carried out. In addition, requirements for the export of used electrical and electronic equipment have been drastically tightened to prevent illegal exports of old equipment. In accordance with the principle of reversing the burden of proof, the consignor must now demonstrate the intention of reuse as well as the functionality of the equipment. This requires, among other things, complex inspection documentation for each equipment.

WEEE in the EU

Many of the changes described above have also been transposed into national law in the other EU Member States. Nevertheless, an individual consideration of the national requirements for WEEE compliance is essential. Despite harmonisation efforts, some requirements are still not being implemented uniformly. Examples which may be mentioned here are labelling, information and notification obligations, but also requirements for reporting registration numbers, and invoicing. The market structure, which is characterized by collective systems used regularly in other EU countries, is anything but uniform. A long-term partner should therefore be selected individually and carefully.

Progress in harmonisation

At the very least, the amendment has brought progress with a view to harmonisation. As a rule, the first party to make electrical and electronic equipment available on the market within the territory of a Member State on a pro-

fessional basis, for example the manufacturer or the importer, is considered to be a manufacturer in the sense of the law. However, based on the amendment, each Member State must provide for the possibility of registering traders established abroad through the appointment of an authorized representative in the respective Member State. Subject to certain exceptions or de minimis limits, this form of registration is now mandatory for all manufacturers who distribute their electrical and electronic equipment directly to an end user in another Member State. For online resellers or distributors established abroad, the same market access requirements and enforcement options are established on this basis, which also exist for nationally operating manufacturers. The scope of application has also been re-specified by extending legal definitions. In addition, luminaires for private households and photovoltaic modules have been included in the scope of the Act in all Member States.

Outlook: 2018 and beyond

Extensive amendments are expected in 2018 when the ten equipment categories implemented in most Member States are reduced to six categories. The reduction will result in a much more transparent, broader scope of application with new products/manufacturers subject to registration. Furthermore, as a result of the new categories, a new size criterion will be relevant for manufacturers: the maximum edge length. In the future, whether an edge length is greater than or less than 50 centimetres will determine the categorisation as large or small equipment. The scope of registration, the product portfolio and the master data in the ERP system should be examined on this basis for future necessary amendments. In addition,

the collection targets are to be expanded in 2019. In light of these changes, further legislative amendments and an extension of the obligations for all parties involved cannot be ruled out. The bottom line is that compliance is still a major challenge in the face of extended manufacturer responsibility, also because comparable EU-wide obligations also apply to batteries and packaging. Compliance is not “nice to have”, but rather the basis for compliant market access and competitiveness. And this is not least due to the fact that transparency is becoming ever greater and that infringements are being increasingly pursued. <

WEEE Directive and promotional products

Particularly in the case of promotional products, the question of the manufacturer within the meaning of the law always arises. In order to clarify this question, two main points are to be considered on the basis of the definition: Who is the first party to make a promotional product available on the market within the territory of a Member State on a professional basis? And: How is a (nationally distributed) product to be marked for manufacturer identification? The manufacturer's identification represents a significant product requirement. It is usually carried out by labelling a product with a brand (symbol or lettering). If, for example, products are manufactured for a customer and only the customer's brand is placed on the product, the customer is defined as the manufacturer within the meaning of the relevant law (OEM)

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The Drink-Safe: Bottle lock for PET drinking bottles

Drink on the safe side

The promotional product professionals at Gunnar Sprinkmann GmbH have begun the exclusive distribution of the so-called Drink-Safe in Germany. This is a numerical code lock which prevents other thirsty persons from opening PET drinking bottles, and thus protects the owner from pathogenic micro-organisms.

Health and hygiene are topics that concern us today more than ever. This is not surprising given that more and more people strive for a quality-conscious way of life nowadays. A sufficient intake of fluids is one of the indispensable measures of daily self-care. In this context, PET drinking bottles are becoming increasingly important: as a practical transport solution for precious water, they have become an integral part of everyday life for many people. As helpful as they are, PET drinking bottles have an – involuntary – disadvantage: Everyone has one, and therefore they can easily be mistaken. As a result, microscopic undesirables such as viruses, germs or bacteria can spread rapidly.

Protection for thirsty persons

The promotional product specialists at Gunnar Sprinkmann GmbH have a product to solve this problem. The Drink-Safe is a numerical code lock that safely seals PET drinking bottles and protects thirsty people from pathogenic micro-organisms. „The Drink-Safe gives you a safer feeling while drinking,“ says Gunnar Sprinkmann. „Wherever people meet, work together or enjoy their leisure time, drinking bottles are used and sometimes mistaken. This is exactly where the Drink-Safe fulfils its purpose. „The product offers safety in two ways: on the one hand through a numerical code lock, and on the other hand through possibilities for individualisation. For example, the Drink-Safe can be labelled with your own name or photo, thus making it unmistakable. The practical bottle lock is currently available for disposable PET bottles in five basic colours and can also be produced as required for returnable PET bottles. It is suitable for about 80 per cent of the commercial PET bottles used throughout Europe.

Large target group

The Drink-Safe is an appealing product in many industries. Suppliers in the beverage industry, producers of health products such as food supplements or dietary products, and health insurers are among the target group. Used as a promotional product, the Drink-Safe can help customers to concretise abstract slogans such as health, hygiene and safety, and to illustrate them in a promotionally effective way. The Drink-Safe can also be used as an additional incentive for sales promotion campaigns and as a give-away for suppliers and employees.



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Clever Snack, the fruit bar from Schwartau, is available at Jung with customisable promotional sleeves in four varieties: maracuja, cherry, blackberry and banana. Each bar is vegan and contains only six ingredients without added sugar. Perfect for all advertisers who want to pamper their target groups with conscious nutrition between meals. The Corny Mini muesli bar is another promotional ambassador for communication in the health, sports and event sectors. Delivered in original packaging. The individual customer design can be applied on the promotional slipcase made of white cardboard.



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Bathroom with olive oil

The Baltimore bath set from EasyGifts makes you feel good in any bathroom. Made of plastic and cotton, it consists of Bodylotion (100 ml) and shower gel (100 ml) with an olive fragrance, as well as a pumice stone and a pair of socks. It is finished with a label that can be multi-colour printed on individual packaging which appears chic as a transparent box.

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Worldwide at home

The snack plate of the Life series from Seltmann impresses with an extraordinary design and numerous combination options. Whether as a breakfast set with cup and plenty of space for all sorts of delicacies, as a sushi set, breakfast set with egg cup or as a platform for soup creations: customer-specific wishes and ideas are almost unlimited. Many other elegant and innovative products complete the Life series and reinforce the advertising message reprint with grandeur. It is produced in Germany in accordance with cutting-edge, ecological standards.



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

Eye-catching accessory

The “Etepetete” key tassel from Bühring is an extraordinary and attractive accessory with a long-lasting promotional effect. The length of the leather tassel can be customised according to customer requirements. Advertising can be applied by laser engraving on the metal part. Alternatively, a pendant with a blind embossing can be attached to the key ring. The striking tassel is made in India. Since 2014, the Indian supplier partner of Bühring has been certified to SA 8000 by SGS. The delivery time is about six weeks after approval of the sample and logo, depending on the quantity and availability of the colour.

IMPULSE ZEIGEN WIRKUNG



Ein Ziel ist ein Traum mit Termin.

Mit der **Lediberg** Kalenderkollektion werden Träume wahr. Kreative Einbandmaterialien, klare Typografien und die richtigen Werbebotschaften machen die täglichen Wegbegleiter einzigartig. Inszenieren Sie Ihre Marke mit den richtigen Impulsen. Durch herausragende Branding-Lösungen werden die Kalender Ausdruck einer persönlichen Stilnote.



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PSI 42104 • Wellness-Promotion GmbH & Co. KG
 Tel +49 731 96277-17
 info@wellness-promotion.com
 www.wellness-promotion.com
<https://www.psiproductfinder.de/zdfmyz>

Skin-friendly ambassador

Wellness Promotion offers quality "Made in Germany" with its assortment of hypoallergenic plaster products. SafeCard® is the new promotional plaster in the attractive plastic case with two large surfaces printable with complex image motifs using the latest digital printing technology. The individually sealed plaster strips in packs of 10 can be printed from an order quantity of 3,000 SafeCard® units. The case is available in eight brilliant standard colours and fits into any pocket thanks to its small size. The minimum order quantity is 250 units.

School days Fashion classics

Space-saving gymnastic bags available at Reflects in three different versions in different price classes, designs and in numerous colours are cult and are regarded as fashion accessories par excellence. The bags with the practical drawstrings are ideal for sports and leisure and also provide additional storage space in hand luggage. They are very light and therefore gentle on the wearer's back. The bags are also suitable as a long-term replacement for disposable bags and can be finished by using pad or transfer printing.



PSI 42487 • Reflects GmbH
 Tel +49 2234 9900-0
 info@reflects.de • www.reflects.de
<https://www.psiproductfinder.de/owe0zt>

Time for wellness

You need the right bag when visiting a spa. One with a lot of space, solid quality and a strong base is available at Joytex in Münsterland. The Prato bag made of water-repellent PP non-woven material provides enough room for a towel, bathrobe and co. Thanks to its long handles, it can be worn comfortably over the shoulder. The promotional product is ideal for wellness and swimming pools and can be printed with up to four colours. Short delivery times are guaranteed.



PSI 41990 • Joytex GmbH & Co. KG
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Stylish shoulder decoration

The colourful bags made from light, airy material by Pruner Werbemittel promise pure lifestyle. In bright, metallic-shining colours, they attract people's attention to every advertising message attached. The bags are the perfect, exhilarating accessory for spring.

Well then cheers!

Nestler-matho offers a cool matte grey companion on the road with its trendy bottle that keeps drinks cold or warm for many hours. The drinking vessel with vacuum is designed in a new look, double-walled, made of stainless steel and holds half a litre. Advertising is applied on the body or the cap of the individually packed bottle. More information is available on request.



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info@nestler-matho.de • www.nestler-matho.de
<https://www.psiproductfinder.de/zwrhzj>



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PSI 47992 • Henosa-Plantanas Group GmbH
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 coo@plantanas.de • www.plantanas.com
<https://www.psiproductfinder.de/zwvzdz>

Trendy tea lifestyle

The delicious ice-tea mixes from Plantanas ensure a holiday feeling in the glass and a clever tea panache. Plantanas also pampers its customers with its wide variety of other wellness products such as nuts and dried fruits, snacks and herbal dips as well as BBQ spices. New in the range are the DoyPacks which ensure that products always remain fresh and the bag can be closed again. These promotional products are available with an individual label from just 100 units; and completely printed from 5,000 pieces. There are different colours for the label version and an option with or without a viewing window.



PSI 45615 • ars Parfum GmbH
 Tel +49 2236 8954450
 k.schmitt@ars-parfum.de • www.ars-parfum.de
<https://www.psiproductfinder.de/ogfmg>

Sunny companion

Made in Germany, the handy Pocket Spray filled with ten millilitres of SPF 20 sun spray is an ideal promotional product for summer activities. There is a selection of 20 different standard colours and they can be printed with a company logo: the beautiful bottles thus become an emotional advertising vehicle for success-oriented companies or as part of special events. The sun spray is dermatologically tested and safety-rated. They are filled according to GMP and the European Cosmetics Regulation.



PSI 47203 • Krüger & Gregoriades Im- & Export GmbH • Tel +49 40 731021-80
 info@kg-hamburg.de • www.kg-hamburg.de
<https://www.psiproductfinder.de/nzuzmd>

Powerful light output

Flash Booster is the new smartphone power lamp from Krüger und Gregoriades. This special attachment with clip holder turns the flash of a mobile phone or tablet into a LED power flashlight in an instant. The built-in special lens focuses the light energy of the LED flash and thus creates an extremely strong light beam that can also be used for long distances. The product is delivered to the customer in a gift box. The minimum order quantity is 100 pieces.



PSI 43892 • Römer Lifestyle by Römer Wein und Sekt GmbH • Tel +49 6541 8129-0
 info@roemer-lifestyle.de
 www.roemer-lifestyle.de
<https://www.psiproductfinder.de/yzc0ym>

Culinary delights

With its unconventional shape, the Rominox® Sorino serving plate from Römer Lifestyle is an unusual highlight for any dish. The modern, elongated, ceramic serving plate with an integrated stainless steel bowl is highly versatile, for example for sweet desserts with sauces, chips with dip or soups with bread. The serving combination comes packed in a gift box and can be engraved on request. All products are available from one unit.



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 T +49 (0)40-739 26 68-0 // F +49 (0)40-739 26 68-29
www.strimaxx.de // info@strimaxx.de

Vegan is in full swing

Red cherries, dark red grapes, raspberries and reddish apples made of vegan fruit with an approx. unit weight of 3 g are the new shapes that Kaiserstuhl Chocolaterie offers as an alternative to conventional fine fruit gums. The vegan version of fruit gums can be delivered in 20 g bags which can be individually customised to the customer's requirements, and at the same time offer plenty of space to view the delicious vegan content. In addition to the fruit gums, Kaiserstuhl Chocolaterie offers three fine varieties of chocolate: 35% whole milk, 41% fine whole milk and 70% dark chocolate. New in the assortment: 7 g chocolate bars – individually printed: A pleasurable experience at the highest chocolate level.



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

Warm twice as long

TROY° is the name of the innovative hot water bottle which, thanks to the integrated TROY° pad, is initially not too hot and keeps warm for more than twice as long. This is how it works: the pad contains natural salt. When filling the hot water bottle with very hot water, the pad absorbs its energy, so that TROY° is already pleasantly warm at the beginning. When the water temperature drops, the pad automatically returns the previously stored energy to the water so that TROY° stays warm longer. In addition, the intelligent, multi-layer premium cover supports the long-lasting feel-good effect. TROY° is the innovation of this season and the perfect partner for wellness at home and for safety in nursing care.



POLO POCKET

JN846



MATERIAL MIX
OF COTTON AND
POLYESTER

BREAST
POCKET

WORK
WEAR

STYLE



Absolutely clear

Transparent like glass and sporty, Sigg Total Clear is a drinking bottle for people on the go. The scope of supply includes the leakproof WMB ONE Top, a cap for practical one-hand use. The bottle is made of Tritan and is therefore unbreakable and taste-neutral, thus ensuring not only a very high optical quality of the practical advertising medium.

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corporategifts@sigg.com • www.sigg.com
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PSI 41941 • Trendfactory BV
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<https://www.psiproductfinder.de/zjk4zj>

The power of rituals

Whether we enjoy an extended bath or create a comfortable atmosphere with the rich scent of Far Eastern incense – rituals enable us to find happiness in even the smallest things. The Hammam is one of the oldest cleaning traditions in the world. In this steam bathing experience from the Orient, body and mind are cleansed. The centuries-old tradition inspired Rituals to create a modern Hammam collection for the very personal wellness ceremony. By adding rosemary and eucalyptus, the products cleanse, smooth and nourish the skin. Trendfactory BV is responsible for delivery to the promotional product trade in Germany.



PSI 46726 • ARI International Trading GmbH
 Tel +49 40 2785900
 kontakt@ari-international.com
 www.ari-international.com
<https://www.psi-productfinder.de/ogm3yj>

Summer advertising classics

ARI International Trading offers a wide selection of individual bathing shoe products. Various qualities, variations and options are available. Bathing shoes are popular promotional products in outdoor as well as indoor areas. They promise high wearing comfort, are often worn and can be promotionally effective. These popular accessories in the sauna, for sports, on the beach or at the hotel pool can be combined with a variety of other products to create an attractive, individual summer set. Further information is available on request.



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Healing relaxation

The heat pad from mbw is a true multi-talent. As a natural remedy (warmed in the microwave), it particularly soothes pain caused by tension, muscle pain, sprains and bruises. But it is capable of even more. The filling of the pad consists of cleaned and dedusted grains, which have a very good temperature-storage property. Thus, they can not only be heated, but also used as a refrigerated bag (from the freezer). Particularly pleasant on the skin is the cotton cover, which is provided with quilting to prevent slipping of the filling. The heat pads from mbw are available in different sizes, shapes and colours.

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



Individually embroidered

No more desire for boring terry-cloth products? How about creating a unique wellness feeling with individual, elegant embroideries? In addition to the glittering look of the embroidery threads and the various colour options, long durability also makes a case for this type of finishing. The diversity of design? Endless. The matching embroideries lend individuality and exclusivity to terry cloth. Logos can be eye-catchingly as well as elegantly and stylishly created. Klam Marketing can embroider creative customisable promotional messages on your terry products. As a full-service provider for textile marketing and promotional products, Klam offers a wide range of products. Special customer requirements are specifically implemented through special textile productions.

PSI 49110 • Klam Marketing
Tel +49 7129 92869-0
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PSI 49816 • Excessories
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www.kalfany-suesse-werbung.de
<https://www.psiproductfinder.de/nty5nt>

Brilliant appearance

When selecting a promotional product that is to have a lasting effect on customers, one criterion is particularly important: tasteful design. Excessories presents a tasteful silver jewellery accessory with a personalised knotted bracelet with engraving plates and peace signs, which will really keep the bearer in mind for a long time. A heart, cross, star or other pendant can also be attached to the bracelet. The colour of the bracelet can be customised.



PSI 49617 • Sale s.r.o.
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www.sale-ostrava.cz
<https://www.psiproductfinder.de/mwu3yt>

Versatile bag

The company Sale has a wellness bag called "Hotel Spa Bag" in its range. The nylon material is water and dirt resistant, washable and extremely strong. It can be supplied with long or short handles. Even the shape, size, accessories (such as inner pockets and lining) and closure type (zip, buttons, studs) can be customized as desired. The bag can be full-colour branded.

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Awesome all-year range

Vegan is the very latest trend. CD-LUX offers a great selection in its new all-year range with refreshing new ideas. CD-LUX is not only a producer of high-quality, individual promotional products and a design agency to support customers in the promotional product trade, it also bundles all kinds of individual advertising in a strong network of experienced specialists and unconventional creators. This is how CD-LUX brings together what is necessary for real progress: competence and innovative design. For new and surprising visions. For ideas that appeal to target groups. For a result that successfully positions our customers where they set themselves apart from their competition – one step ahead.

PSI 45452 • CD-LUX GmbH
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<https://www.psiproductfinder.de/mgu2nj>

Splendid appearance

Ever since Harald Glöckler, at the very latest, we have known that everyday life cannot be pompous enough. With GLAM, the Bielefeld-based bag manufacturer Halfar gives shopping, the number one everyday activity, a good portion of glamour. With the generous shopper made of heavy, textured PU artificial leather, golden times are approaching – or silver ones. The bag lets you choose between two models: gold outside, silver inside or vice versa? In addition, the shopper appeals with a detachable zip bag which securely holds keys. This makes the GLAM shopper an ideal brand ambassador for everyone who loves fashion and lifestyle.



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



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

Reusable favourite

With the Crossmedia campaign "I'll keep you", Emsa is committed to using reusable cups for coffee-to-go and is attracting attention to its multiple test winning Travel Mug thermos mug: the impact-intensive "I'll keep you!" key visual is returning to all means of communication, from PoS to its own online and social media channels. With emotional, goal-oriented story-telling, consumers are made aware of the problem of the throw-away mentality and motivated to use a reusable mug.

TROIKA®

HOOK: The ingenious parcel opener hooks in with its curved blade and cuts cardboard, paper or tape like a hot knife through butter. Without any risk of injury to you or the contents of the package.



Curved blade: Parcel contents are protected



HOOK
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 FOR YOUR KEYS



Refreshingly stylish

The Silika glass carafe from Rominox fits every occasion. It is stylish, ultra-modern and easy to fill with some fruit. A summery fresh look is guaranteed. The 1 litre carafe is made of temperature-resistant borosilicate glass and is thus suitable for the dishwasher. The automatically opening silicone rocking lid not only keeps unwanted bugs away from the drink, but also allows easy pouring without the hassle of unscrewing and screwing a cap. The lid of the glass carafe can be finished using subtle laser engraving with a logo or advertising message.



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PSI 45666 • Halfar System GmbH
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<https://www.psiproductfinder.de/ntyjyj>

Off to the spa

Wellness and wet often belong together. Whether in a luxurious spa, a Finnish sauna, an oriental Hammam or the swimming pool around the corner. It is convenient to have a bag suitable for wet towels or wet floors. Just like the Splash sports/travel bag. The tarpaulin material makes them robust and durable. Halfar, the bag specialist from Bielefeld, has also equipped them with welded seams and a roll closure. The bag offers enough space for everything needed for a long sport and wellness day. Hand grips with a padded handle sleeve and a detachable, length-adjustable cross-shoulder strap ensure optimal wearing comfort. The large colour selection ensures the right appearance. The Splash can be screen printed as a promotional bag.

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

Delicate scent

Römer Wellness has recently been providing exclusive gift sets of the care brand aldoVANDINI. This cooperation offers the promotional product industry the opportunity to purchase various high-quality wellness gifts, Made in Germany. The “Pure” gift set is the perfect item to say “thank you”. The set contains 200 ml of refreshing shower gel, 200 ml of smooth-textured body fluid and 100 ml of floral hand balsam. All with the delicate scent of cotton and white magnolia – unobtrusive and elegant at the same time. The gift set is rounded off by an attractive packaging and a “thank you” pendant. An advertising message can also be applied through a hangtag. Like all aldoVANDINI products, “Pure” is Made in Germany, without animal testing, vegan and paraben free.



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 sales@lipcare.de • www.lipcare.de
<https://www.psiproductfinder.de/ztuymw>

Lip care “Made in Germany”

The specialists of KHK GmbH have been supplying high-quality lip care as colourful or elegant pens, in tins and in jars for over 25 years. At its in-house laboratory, KHK is constantly improving its lip care recipes and has them reviewed by independent institutes. Lip care without mineral oils and waxes is also available with a light protection factor of 20 and 30, as “Planty Mint” with hops and mint, or also as vegan natural cosmetics in three variants. These LipNature recipes are certified according to the high requirements of the recognised natural cosmetics seal “Natru” and can also be ordered as a Fairtrade product with a printed seal. Attractive 4c printable cards are available as an additional advertising space for the individually printed lip care pens. Lip care pens and tins in many variants can be ordered from just 300 units at KHK. All lip care products are produced according to the new cosmetics regulation as well as cosmetics GMP, and reported in the CPNP portal.



TRENDS 2017



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<https://www.psiproductfinder.de/y2mzng>

Sharp like Oskar

Just in time for the picnic season, Hermann Flörke GmbH presents the "Oskar" knife series in a practical safety box. Whether it be for nature trips, brunch or snacks, the small household knives are ideal for indoor and outdoor use thanks to the hygienic plastic packaging. The proven super-sharp Solingen stainless steel blade guarantees a lasting cutting edge due to the precise hollow grind. Safe storage is ensured by the folding box made of durable plastic. Both the knife handle and the box can be enhanced by 4-colour digital printing with motifs, logos or images.

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③

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②

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

Soft and gentle

Relax after a long working day or on holiday: A good start is the velvety soft towels and matching slippers from PF Concept: The promotional product specialist offers precisely that with the Carlton Comfort gift set of its own brand Seasons. Combined with the exquisite shower gel and body lotion of the Alden Bath & Body Set, an all-round feel-good package is created. A perfect gift that promises pure relaxation.



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 hello@buddyburst.com
 www.buddyburst.com

Advertising with seed sticks

The young company Buddy Burst specialises in environmentally friendly promotional products. On the topic of the May issue, the innovative developer presents the "Seed Stick" from its extraordinary seed-based product line. It has the size of a small matchbook and, as the name suggests, contains seeds on sticks. These sticks make sowing child's play. They are easy to tear off, are supplied with planting instructions and are completely biodegradable. Importantly, they offer excellent advertising space inside and out.



Now it's vegan!

At long last, nobody has to reject a promotional sachet of fruit gums when it is handed over by an advertising company. Kalfany Süße Werbung now produces the varieties Exotic Fruits, XXL Bears, Bio-Bears and Pulmoll Duo gum pastilles entirely without animal ingredients. Ideal for all health-conscious persons, vegans, vegetarians, animal lovers or those with a sweet tooth who love a delicate, slightly soft fruit gum consistency. The use of pectin creates a whole new soft fruit gum experience. The organic fruit gum also scores thanks to the use of controlled organic ingredients. And the Pulmoll Duo gum pastilles appeal through a combination of fruity mango and refreshing mint. Special shapes can also be converted into vegan recipes on request.

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<https://www.psiproductfinder.de/nty5nt>

New type of bag

The Italian architect and design star Alessandro Mendini together with the Milanese designer Maria Christina Hamel have developed a new type of bag for Koziol. Everything is possible with this bag: from shopping at the weekly market to shopping in Europe's cities. The new bag is even suitable for people who do not normally carry a bag. They can now safely shoulder the new plastic shopper because it is unisex: it fits as well on wide men's shoulders as in delicate women's hands. The spacious bag is also best suited for sports activities or a visit to the spa. The material is absolutely waterproof and easy to clean.

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info@emotion-factory.com
www.emotion-factory.com
<https://www.psiproductfinder.de/nzmzod>

Painting fun for young and old

Bollenhut hats, cuckoo clocks and the like or colourful mandalas – the Relax painting set from emotion factory encourage kids to colour with precision and be creative. At the same time, the trendy promotional product brings the company's advertising message home to the parents. Even adult artists are now discovering the relaxing factor in colouring. The green of the fir trees on the doorstep inspired the non-food promotional product specialist to create this new product, which combines two focal themes of the current season: sustainable production "Made in Germany" and colouring books for small and big artists. The accompanying pens made of bio-plastic from the high-quality Schneider brand can be given to children with a clear conscience, and can be stowed in almost any bag thanks to the practical pocket-plug system. The unique works of the regional artist Konni Rigoni are available in Black Forest or fantasy designs.



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Pure enjoyment

Start the summer season together with DreiMeister specialties. This year, the company's chocolatiers have devised something special: refreshing fruit truffles combined with the yogurt-light flavour of summer. DreiMeister has known for a long time that yoghurt and fruit are two perfectly harmonious partners. But there is still a long way to go before a praline is included in the assortment, because only the best make it to the customer. Here, natural fruit puree meets modern sweetness and light yoghurt cream. Melting chocolate and handmade decoration complete the composition. And finally, the three creations of yogurt cranberry, yoghurt raspberry and yoghurt mango offer pure pleasure.





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

???? ???? ???? ???? ???? ???? ?

Chap'leau from Premo transforms a 330-millilitre bottle of mineral water into a high-quality advertising vehicle. From 50 pieces, the Dutch will provide Chap'leau with an advertising message in full-colour print on the PP label around the bottle. Optionally, individual names, numbers as well as individual photos can be featured. The strikingly large cap is printable and available in 18 standard colours, whereby the colours of the cap can be selected as desired and without restriction to one colour per order. From 5,000 pieces, the cap even comes in a desired colour. Announcements, invitations, a reminder, a lot number or as a collectible item: Chap'leau combines every idea as a refreshing promotional gift. For the German market, Chap'leau is delivered with a deposit according to the German deposit law for beverages.

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 Tel. +49(0)2941-9880, Fax +49(0)2941-98822
www.plastolan.de, e-Mail: info@plastolan.de

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

Innovative and stylish

Simple yet innovative and stylish design of the spray water bottle from Dragon Gifts will attract your attention. On the one hand, it's a water bottle of good volume that won't leave you thirsty on a hot day. On another hand, it's a spray bottle, whenever you want to freshen up, just push the nozzle button and enjoy cool mist on your skin. Its light weight, leak proof and comfy handle make it ideal for any activities in your everyday life. 1 bottle – 2 functions.



PSI 48003 • Esbit Compagnie GmbH
Tel +49 40 85310631
esbit@esbit-marketingtools.de
www.esbit-marketingtools.de
<https://www.psiproductfinder.de/owq3zw>

Cool look, functional design

In the heart of the city or in the midst of untouched nature: the sturdy Majoris drinking bottle from Esbit is at home just about anywhere. It combines good functionality with individual design. Thanks to its practical loop seal and handy shape, it is not only comfortable to carry, it is also easy to hold and can be easily opened and closed again. It weighs just 211 grams – with a capacity of one litre. The drinking bottle made of high-quality stainless steel is completely leak-proof and therefore the ideal companion for adventure-active customers.



...

BALANCE-LINE 30 ML

Conditioner Shikakai Secret - 30ml
Art. 018572 - VE 300 Stück
Abmessung 2,5 x 8 cm

Shampoo Brilliant Bliss - 30ml
Art. 018571 - VE 300 Stück
Abmessung 2,5 x 8 cm

Soap Energy Bar - 25gr
Art. 018575 - VE 250
Abmessung 5,7 x 8,8 cm

INDUSTRIEPREIS: 1,59 € P.ST.

...

SPA-LINE 47 ML

Conditioner Shikakai Secret - 47ml
Art. 018577 - VE 216 Stück
Abmessung 3 x 8,5 cm

Shampoo Brilliant Bliss - 47ml
Art. 018576 - VE 216 Stück
Abmessung 3 x 8,5 cm

Bath&Showergel Sunrise - 47ml
Art. 018578 - VE 216 Stück
Abmessung 3 x 8,5 cm

INDUSTRIEPREIS: 2,39 € P.ST.



...

DAO POST

50 ml mindful body scrub
75 ml calming shower oil
50 ml be kind to your skin body cream
Abmessung: 18x14,5x3 cm

INDUSTRIEPREIS: 12,99 € P.ST.



POST
PROOF



Certified according to new standard

KMS Kafitz Medienservice GmbH, the Cologne-based company for digital promotional products and storage media, has been successfully certified according to the new standard DIN EN ISO 9001:2015. The second monitoring audit carried out for the changeover by an independent auditor revealed no inconsistencies. The management system of KMS Kafitz Medienservice meets or exceeds the requirements of the standard in all respects. The lead auditor of the testing company, Intertek, came to the conclusion that no further optimisation measures are necessary. The Cologne experts for haptic promotional products as well as individual printing and packaging solutions clearly exceeded the standard in terms of important performance indicators and management targets. For example, a survey conducted annually by KMS Kafitz Medienservice by means of questionnaires showed an average score of 1.66, the best value since the introduction of the survey. The complaint rate at KMS is clearly less than one per cent. According to the Cologne-based company, "an accommodating processing of possible complaints is a matter of course for the management". "The successful audit confirms that thanks to the good work of our QM officer, Lea Maubach, we are doing a lot right in terms of customer orientation and quality management," says Reiner Kafitz, founder and managing director of KMS Kafitz Medienservice. "With continuous internal audits, annual customer surveys and regular staff meetings, we are constantly striving for further optimisation of product quality and processes in the interest of satisfied customers. We have now been ISO certified for the twelfth time."

www.kms.eu



KMS Kafitz Medienservice

The QM officer at KMS Kafitz Medienservice, Lea Maubach, oversaw the preparations for the audit.



Three new employees reinforce the Senator team (left to right): Michael Göbel, Andreas Vorbeck, Frederik Becker.

Three new employees welcomed

Frederik Becker, a sales professional, has joined Senator GmbH to reinforce the key account support in West Germany and Switzerland. The 41-year-old has 18 years of market experience in the promotional product industry (including at Sanford Parker) and most recently worked as a promotional product distributor for 10 years. Andreas Vorbeck supports Team North in customer service. The 33-year-old hotel business administrator has more than 10 years of customer support experience. A further addition to the team is Michael Göbel as Head of Human Resources. After successfully completing his business studies, the 36-year-old has accumulated almost 10 years of professional experience in human resources. Most recently, he worked in the personnel department of a medium-sized automotive supplier. www.senator.com

Senator



Arne Paul Bender

New managing director appointed

On 1 April 2017, 41-year-old Arne Paul Bender takes up his duties as the new managing director of the long-standing Vaihingen-based company Jung Bonbonfabrik. Bender was most recently managing director of Mode Service B.V. & Co. KG of the consortium Peek & Cloppenburg KG Düsseldorf and comes directly from there to the producer of confectionery and promotional products. The managing partners, Jörg Dennig and Stefan Kühnbrey, explained, "Mr. Bender has strong leadership qualities and experience at a medium-sized company and will further expand the successful market positioning of our company". With this appointment, Jung is preparing a long-term transition to senior management to secure the company's future. The former managing partners Jörg Dennig and Stefan Kühnbrey will be withdrawing from the operative business in the coming years, but will continue to be partners. In the course of this change, Dennis Dennig, as managing partner, will be responsible for the management of the company together with Arne Paul Bender.

www.jung-europe.de

Jung Bonbonfabrik

Cooperation with aldoVANDINI

The company Römer Wellness (Kundenpflege Wellness and Care GmbH & Co.KG) and Mann & Schröder GmbH from Siegelbach are pleased to announce their recently concluded agency agreement. Römer Wellness, based in Traben-Trarbach, is now the exclusive sales partner of the care brand aldoVANDINI, especially for the promotional product market. This cooperation provides the promotional product sector access to high-quality brand care products and gift sets "Made in Germany". aldoVANDINI has been synonymous with body care and well-being for more than 25 years. The focus is on a systematic implementation of the brand philosophy. Values such as Made in Germany, vegan, paraben-free and product development without animal testing are not just marketing catchwords, but rather the principle of the brand structure. High-quality packaging for gift combinations completes the range of care products. In the future, the entire assortment of aldoVANDINI can be obtained on request, while some selected sets are always available from stock.

Römer Wellness

www.roemer-wellness.de



**RÖMER
WELLNESS**

Successful start to the year

By its own account, the Aristos International / Novidarte Group from Buchs in Switzerland has had a very successful start to the year 2017, reporting a strong and extremely encouraging growth of 20 per cent for the first quarter. Gabriela de Oliveira was appointed Export Manager, whilst Nina Stutz was appointed Sales Manager Switzerland. The professional female duo had already managed the participation of Aristos at the PSI Trade Show in Düsseldorf in January. According to Aristos, the core competency area has developed particularly well in terms of conference and meeting folders, especially the “very popular” Vermonti line. www.aristos.ch

Aristos International



Nina Stutz (left) now heads sales management Switzerland, Gabriela de Oliveira is now head of export management.



Gertrud and Michael Hagemann congratulate Ziyad Hayat on his new assignment.

Hagemanngruppe

Manager of UniMerch newly appointed

Michael Hagemann, founder and owner of the Hagemann Group, is once again handing over the baton shortly before the company's 40th anniversary (2018). Ziyad Hayat (40) was appointed to the management of UniMerch GmbH at the beginning of the new financial year on 1 April 2017. In 1999, Hagemann began his involvement with merchandising in a private limited company. Together with his wife Gertrud, he installed museum and castle stores at Bavarian estates such as Neuschwanstein, Linderhof, Herrenchiemsee, Nymphenburg and other Bavarian palaces and castles. The exit from the AG was accompanied by the construction of the Allianz Arena in Munich where, together with Allianz SE, he designed the official Allianz Arena Shop directly in the arena. This was followed by universities which also wanted to have “something of the kind”, and shops were set up at the LMU Munich and the TU Berlin. This also signalled the launch of his own company in the Hagemann Group: UniMerch Merchandising GmbH. In the meantime, more than 10 universities are serviced there and the company currently has 15 employees. One member of the team, Ziyad Hayat, was involved in all these developments. In addition to traditional buying, Ziyad Hayat “loves merchandising” and participated in all UniMerch product range developments. “So what could be more fitting than letting younger people take the helm,” says Hagemann. “Ziyad Hayat has been part of the Hagemann Group since 2003 and has proved to be a reliable and loyal person during all these years. In the past 15 months, he has been studying management, attended seminars and is now ready to take the helm,” adds Hagemann. www.hagemanngruppe.de



Obituary

Eduard van Wensen has died

As we have just learned, Eduard van Wensen, founder and owner of Lo Golfine B.V., passed away on 14 February this year. At the PSI 2016, he was still as active and cheerful as ever, always surrounded by friends and customers. A few months later, he was diagnosed with a serious illness. The PSI 2017 would have been his 33rd, but van Wensen could no longer be there. Many people had wondered where he was. A month later, the joyful and strong-willed Dutchman had lost the battle for his life. More than 600 people paid their last respects in the Dutch town of Naarden. Eduard van Wensen was a part of the promotional product industry with all his heart. He was very enthusiastic when he talked, and almost philosophised, about the creation and impact of his promotional products. Three promotional products were particularly important in his professional life: Wuppies, disposable cameras and golf balls. With Wuppies and partner Tom Bodt, he started a unique career. After the separation from Bodt, he made a similar “move” nowadays experienced with selfies: with disposable cameras plus advertising message. When the New School overtook the Old School and photos became digital, van Wensen built up his own golf business at the same time. The Golf sports enthusiast had now found what everyone hopes to find: a wonderful interface between life and work. He was again able to dedicate himself to what he loved: very special promotional products. It is not surprising that he became Europe’s number one supplier in this segment. He told the PSI Journal that he loved this success so much. “Work and success – but also life. Living the life of Riley.” Unfortunately, he left us much too early at the age of 70. We mourn for a friend. But as there’s a new beginning inherent in every end, van Wensen’s daughters Emelie, Marie-Christien and Anemijn will continue running his company.

The 7th edition of the Polish Chamber of Promotional Products Industry Evening was special for Management and Chamber Members. In February PIAP celebrated its 10th anniversary of its existence on the market. The PIAP Industry Evening was a great occasion to commemorate this special event.

PIAP Anniversary

10 years of shared successes



Group photo with jubilarians in a celebratory mood.

PIAP Industry Evening and the 10th anniversary of the Chamber took place in in Warsaw. "We are very happy that with every year PIAP Industry Evening is becoming more and more popular among the companies being our Members. This year, due to the 10th anniversary of the Polish Chamber of Promotional Products we wanted the event to be particularly festive and stay with its participants for a long time. Polish Chamber of Promotional Products Industry Evening proved once again how important the integration of industry companies is. Pleasant atmosphere, informal and business discussions allowed the companies being members of PIAP to get to know each other. Once again, the form of the event turned out to be a 100 per cent success," said Katarzyna Wojniak, General Director of the PIAP Management Board. The hosts of this event were the following companies: Polish Chamber of Promotional Products, 12M Alicja Wąsowska, Agencja Reklamowa Brandgraf, Asgard Sp. z o.o., AWIH Zbigniew Zieliński, Brandfathers Group Sp. z o.o., Capira Sp. z o.o., Sp.K., CiTRON Group, Guapa Produkcja Sp. z o.o., Macma Polska Sp. z o.o., Mid Ocean Brands Polska Sp. z o.o.,

Maxim Ceramics Sp. z o.o., Sp.K, Mount Blanc Sp. z o.o., SDX Towels Sp. z o.o., Texet Poland Sp. z o.o. During the evening, a formal PIAP Gala took place during which the representatives of the PIAP Management officially commenced the 10th anniversary of the Chamber. The Polish Chamber of Promotional Products was congratulated and received wishes from its very Members and representatives of fairs and industry media.

Many anniversaries

The following companies celebrate anniversaries in 2017 and therefore received statuettes: Texet Poland Sp. z o.o. (10 years), Daicon Sp. z o.o. Sp.k.-Reklamowe24 (10 years), Mart's Martyna Konowrocka (10 years), Gratisownia.pl (10 years), Art Open Studio Reklamy (10 years), Eblis B&L (15 years), Polibiuro Agencja Reklamowa (15 years), Itamar Group Sp. z o.o. (15 years), GJC Inter Media Sp. z o.o. (15 years), Słodkie Upominki (20 years), P.P.U.H. Ultrek (25 years), Firma Kulik Sp. j. (25 years), Gatex Sp. z o.o. (25 years), Happy Gifts Europe (25 years), Stefania Zakład Galanterii Skórzanej (25 years), Raster R. Nowak i S-KA sp. j (25 years), Kleen-TEX Polska Sp. z o.o. (50 years).

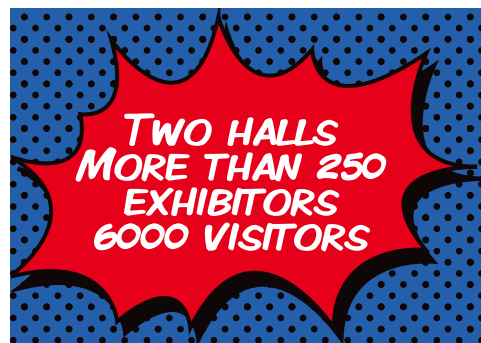
About PIAP

Polish Chamber of Promotional Products is an organisation bringing together entrepreneurs from the promotional products industry. Its aim is to represent the companies and taking care of their interests. It is an organisation consolidating the industry, a partner in discussion with decision makers shaping the external terms and conditions of functioning, fairs organisers and media. The Chamber is a partner when contacting similar associations from abroad. Currently, PIAP together with Founder Members consists of 170 Members. This number started to grow in the last few months due to the activation of marketing and promotional activities of the Chamber. <



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Under the motto “Funfair of Ideas”, Bartenbach Werbemittel invited guests to its 13th Promotional Product Day in March. 417 trade visitors from more than 200 companies took advantage of this opportunity to obtain extensive advice and inspiration.

Bartenbach Promotional Product Day: See, feel, marvel

Attractive funfair of ideas



Anne and Tobias Bartenbach: Welcome to the “Funfair of Ideas”!



One of the first mild, springtime days with lots of sun, inquisitive customers and an excellent atmosphere at the Lokhalle in Mainz – the 13th Bartenbach Promotional Product Day was again a very successful event with numerous facets.

Promotional products close up

40 exhibitors showed the inquisitive visitors new products, trends and classics across all product areas. Customers were able to experience promotional products: either pro-

fessionally accompanied by their Bartenbach consultants or on their own when walking around from stand to stand – lots of information about products, potential uses and finishing possibilities was available in any case. Enthusiastic exhibitors explained and demonstrated, invited one to touch or try out and thus ensured a deeper product understanding and numerous awe-inspiring experiences.

Fascinating virtual reality station

The large virtual reality station in the entrance area was very well attended. Here, visitors could experience vir-



At the virtual reality station, visitors were able to immerse themselves in virtual realities.

tual realities with their own eyes and immerse themselves in various fascinating 360-degree videos with VR glasses. “The topic of innovation is trend-setting in marketing. That’s why we show here that you can tell stories on electronic channels. Using campaigns that have already been implemented, it becomes clear how haptic advertising and virtual effects can be effectively combined,” explains Tobias Bartenbach, Managing Director of Bartenbach Werbemittel. The combination of communication channels creates new perspectives and unimagined opportunities in B2B business. “Classic promotional products and digital marketing trends are not mutually exclusive; on the contrary, we turn them into a large common unit in the marketing mix,” continues Bartenbach. Bartenbach also presented his own reference projects at many other stations, such as production, mailings and POS materials.

Large proportion of new customers

On the day of the trade show, the organiser was very satisfied with the number of visitors, and the feedback from the customers and from the exhibitors was also thoroughly positive. Bartenbach was delighted that about 20 per cent of the visitors to the trade show were new customers. Creatively targeting potential customers in the run-up to the trade show won them over and highlighted the core competences of creativity and design. The collaboration with the Bartenbach Kreative Kooperative agency allows promotional products to be integrated professionally into communication concepts.

New full-service concept

New for promotional product customers: Under the concept “Bartenbach all inclusive”, the company now also offers tailor-made all-inclusive packages for promotional



High enjoyment factor at the 13th Promotional Product Day: Experiencing promotional products close up is fun and inspiring.



Enthusiastic exhibitors explained and demonstrated, invited one to touch or try out.

product full-service and outsourcing. The customer can therefore outsource his entire promotional product management: He only needs to choose the promotional products and Bartenbach Werbemittel will take care of the entire handling. Visitors were able to find out about the services in detail at the company’s own counter. Several existing customers have already taken advantage of the offer; Bartenbach has set itself the goal of acquiring 10 new full-service customers this year.

Inspiring ideas platform

The colourful funfair backdrop with balloons, an ice-cream stand and an entertainer formed a pleasant and stimulating setting for the lively trade show. Live cooking and an alcohol-free cocktail bar invited guests to enjoy themselves and network; exhibitor campaigns, a prize draw and presentations rounded off the diverse programme. Thus the 13th Bartenbach Promotional Product Day was once again an inspiring platform for ideas with numerous highlights and a high enjoyment factor. <

It was the eleventh edition of the PSF Forum – the trade show organised by Promoswiss, the association of the Swiss promotional product industry, for the Swiss specialist trade. This time, too, there were entirely satisfied participants – and the lucky winners of the first Promo Swiss Awards.

PSF Forum 2017

Satisfied participants – lucky winners



The Alpen Rock House in Zurich-Dietikon offered an original Swiss setting for the PSF Forum for the second time.






The winners of the “Promo Swiss Awards” proudly present their trophies.



Here they are waiting patiently for their winners: the new Promo Swiss Awards.


 he participants of the 11th edition of the PSF Forum, which took place for the second time at the new location, the Alpen Rock House in Zürich-Dietikon, in March, were overwhelmingly satisfied. The highlight of the one-day trade show was the presentation of the first “Promo Swiss Award”, which replaced the former “PromoFritz” awards. Usually a location for iconic parties, the event location Alpen Rock House once again provided the setting for the PSF Forum, the trade show of the Swiss association of the promotional product industry, Promoswiss. The stands of the 60 selected exhibitor partners of Promoswiss, with their plethora of promotionally and communicationally effective innovations, found an attractive and alluring setting for the prospective customers of the Swiss promotional product industry in the original Swiss ambience modelled on the timber look of an alpine village. >>

Promo Swiss Award 2017

Campaign of the Year

- Gold:** cadolino® and lacoray® by comTeam AG with the re-branding campaign: Bachem
- Silver:** cadolino® and lacoray® by comTeam AG with their self-promotion “Eierlegende Wollmilchsau”
- Bronze:** Bücheler Werbegeschenke AG with the campaign for Lamprecht Transport AG “UEFA EURO Ballpoint Pen”

Innovation of the Year

Tradeconthor GmbH with the 2-in-1 charging cable (Sole agency for Switzerland: comTeam AG)

Promotional Product of the Year

- Gold:** Sanders Imagetools GmbH & Co. KG with the DuoPack (a cosmetic bottle with two different fillings)
- Silver:** Si-Ri Schweiz AG with the Stick’n’post Set
- Bronze:** Kalfany Süße Werbung GmbH with the Tee-Bären®



There were high spirits during the gala evening after the trade show, during which the awards were presented.



At the invitation of Promoswiss, the exhibitors had lots of fun at a bowling centre on the evening before the trade show.



The usual relaxed, almost high-spirited atmosphere contributed to the renewed success of the PSF Forum.



Promoswiss President Roger Riwar welcomed the participating exhibitors on the evening before the trade show.



High spirits also prevailed at the evening aperitif at the beginning of the award ceremony.

>> Various product segments

This year again, around 200 visitors from just over 100 professional distributors of promotional products wanted to see the new products that the renowned manufacturers and suppliers had to offer. The organising committee led by Thomas Oester from the Promoswiss Management Board had designed the tour this time so that each of the visitors had to walk past every trade show stand to ensure that each of the various product segments was given due attention. At the end of the day, exhibitors were thoroughly satisfied with the quality of the conversations. The usual relaxed and hospitable atmosphere of the Promoswiss team contributed to the success of the forum.

Seven coveted trophies

The presentation of the first "Promo Swiss Award" (which until the previous year had been called "PromoFritz Award") was embedded in the traditional gala evening with aperitif and dinner. The seven coveted trophies, which had been eagerly awaited and meanwhile enjoy "cult status", were presented in the following categories: "Campaign of the Year", "Promotional Product of the Year" (each with three awards) and "Innovation of the Year". The evening became the highlight of the day with a wittily and pithily compered presentation by the members of the board, Christoph Zindel and Arian Schmidhäusler. (Winners: see page 57) Overall, the well-organised and convincing Promoswiss product and finishing show again provided a lively insight into the dynamic Swiss promotional product industry. <

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Everything in its place

The logistics industry has been waiting for the desk organizer with the meaningful name Container offered at reeko. The ideal advertising vehicle for the entire logistics industry serves as a problem solver for the desktop. Writing instruments, business cards and a mobile phone can be kept perfectly and neatly thanks to the aluminium Container that is packaged in an individual box.



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<https://www.psiproductfinder.de/mdm5zm>

Trade shows and workmanship

Besides a hammer and a carpenter's pencil, measuring tools are a must for all tradesmen and handymen. In addition to the normal function of a folding rule, the Magneter from Reidinger also offers a practical benefit: the magnetic end can easily pick up screws and small parts lying around in the workshop. And with individual printing, the magnetic folding rule is the perfect advertising vehicle. Useful and extraordinary at the same time, these two aspects not only give tradesmen a lasting and eye-catching advertising image.



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Eye-catcher for the office

Cleo, the desktop organiser from reeko, is a practical desk accessory with a unique design that makes this product a real eye-catcher. Mobile phones, writing utensils, business cards and paper clips can hardly be kept more attractively than with reeko's organiser made from zinc alloy and packed in an individual carton.

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Sensitive package opener

Hook is a practical package knife equipped with a small key ring and non-stick, stainless steel blade. The silver and black design accessory from Troika prevents cutting into the package content because Hook hooks with its curved blade and cuts through cardboard, paper or adhesive tape as if it were butter. Entirely without any risk of injury for users or risk of damage for package content.



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Art. 9160 Golf Towel 55 x 30 cm

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Low-key customer approach

A folding rule is part of the basic equipment of a tradesman in day-to-day life. An extraordinary solution is offered by Knakke: this folding rule is normally used for measuring length, but it also has a scale on the back which can easily determine the diameter of an object. Knakke can be individualised by self-chosen motif prints such as company logos, slogans, sayings, a dedication or photos.

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

Safe through visibility

Anyone who is easily seen on public transport lives less dangerously. The practical sports and gymnastic bag of the Warning Line BIP series from Boomerang SAS has been specially developed for this purpose. Two wide reflective strips are sewn onto a strong, knitted polyester material, which makes the wearer particularly visible at dusk. The powerful neon yellow also glows over a long distance by day. Whoever prefers something more discreet can choose the bag in bright white. The Warning Line sports bag SBB1644 measures 42 x 33 cm. The sturdy cord is also long enough to simply throw the bag over the shoulder. In addition, it offers a lot of space for promotionally effective printing.



PSI 49686 • Steuber GmbH
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Claudia.Michaelis@steuber.de
www.steuber.de
<https://www.psiproductfinder.de/mwflzd>

On a knife-edge

When it comes to knife quality, Steuber offers a wealth of arguments with its wide selection of cutlery products. The Granite Collection scores with exceptionally designed titanium handles in granite look, and cutting with the knives of the Culinario family may be the greatest pleasure outside of marriage. Taste-neutral, odourless and non-corrosive: The irresistibly sharp products of the Ceramipro series glide through almost any kind of food, such as the knives made of 67-ply Damascus steel of the series of the same name. The sharp members of the Culinario Mukizo series also cut like the proverbial knife through butter and far more. The highlight is that thanks to the treatment with silver phosphate glass, the colourful antibacterial handles strongly inhibit bacterial growth. This always ensures hygienically clean use at the workplace.

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BESTELLEN

Power Light

The professional Power Light 350 L from Protrade is extremely robust and waterproof, and rechargeable with 6 SMD LEDs (350 lumens). The light beam can be switched into two different lighting modes. The wide beam angle guarantees extensive illumination of the working area. The lamp housing can be moved flexibly in the stand and can be tilted upwards or downwards by up to 90°. An extremely strong magnet is also installed in the base so that the lamp can also be attached to metallic surfaces. The integrated and 360° rotatable fixing hook and mounting bracket allow comfortable positioning of the lamp.



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

Compact "Worker"

The "Worker" bit set from Giving Europe is exactly the right tool for every hobby craftsman. Made of robust, sturdy metal, it compactly combines eight different inserts and is ready at hand. It features a comfortable grip zone and a clip which can be attached to a shirt or trouser pocket. The "Worker" is available in grey, red, cobalt blue and light green and can be personalised by pad printing or laser engraving.



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Razor-sharp elegance

This 4-piece set leaves a lasting impression. Content: 3 knives including PP protective cap with a blade length of 14.5cm / 10cm / 7.5cm and a vegetable peeler. The blades are made of ceramic, the handle is made of ABS/TPR plastic. The elegant set is packed in a high-quality, black gift packaging. The product is finished by laser engraving.



PSI 44281 • Victorinox AG
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<https://www.psiproductfinder.de/y2uxmj>

The name says it all

High-alloy steel, aluminium, two-component plastic or wood, 130 mm long, 12 functions, weighing 183 grams and developed and manufactured in Switzerland. These are the key data behind the ultra-robust, ergonomically designed multi-purpose pocket tool called Rangergrip 55 which rounds off the successful pocket knife assortment of the Swiss knife specialist Victorinox. The Rangergrip 55 is an ideal tool for outdoor activities. It is absolutely safe with a non-slip hand grip, large locking blade, wood saw, reamer and punch, can opener with a small screwdriver, bottle opener with a screwdriver and wire stripper, corkscrew as well as tweezers, toothpick and key ring. The Victorinox emblem in red and white is another technical refinement: it serves as a safe unlocking device for the locking blade. The Rangergrip series consists of a total of 19 models and thus also includes functions such as one-handed blades, serrated blades, break-open blades, pliers, shackle openers etc. Logos can be applied by laser engraving on the shell or etching on the blade. Sturdy belt pouches in synthetic leather or nylon with velcro round off the offer.

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

First aid for car windscreens

The JH Innovations card with an integrated pull-out stone chip patch for car windscreens is not only a useful helper, but also a practical give-away with a promotionally effective design in the right area of application. The card can easily be designed as a flyer, letterhead or folder and is thus ideal for mailings and advertising campaigns. Since it is produced in a handy business card format, it can be conveniently and safely stored with vehicle documents in a wallet.



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PSI 42907 • Inspirion GmbH
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<https://www.psiproductfinder.de/ndbmj>

Cuts a good figure

The cutting knife called Slide It from Inspirion not only cuts a good figure visually, the sliding mechanism with return spring is just as practical as the blade, which can easily be replaced if necessary. At the end of the handle is an eyelet by means of which the knife can be hung in a safe place in the workshop. The colour-translucent plastic housing cannot be overlooked in the toolbox or on the workbench. Inspirion's sharp handymen are available in five colours. It is also possible to attach advertising to the handy tool.

New opening hours

Available at Promowolsch, Spar Car is a bottle opener made from ABS with a radiator bleed key, brand new and Made in Germany. It has multiple uses: by bleeding the heating system, it saves the user money. A crown cork opener is also included in the tool, thus allowing the user to enjoy a cool drink after work. For samples, inquiries, offers and orders, contact Promowolsch.



Clingy key retrieval

Johann is the name given by its inventor and manufacturer Art di Como Design to this bestseller among key chains. The popularity of this individually designed brand ambassador is based on its exceptionally high practical value. Thanks to its special shape, “Johann” can release shopping trolleys from the barrier chain. A second more popular feature among its users is the fact that it safeguards people against having to replace a lock because they have lost their keys. On request, Art di Como Design can furnish the key chain with the KeyRefinder function – at no extra cost. KeyRefinder is a proven system that will recover lost items of all types to their owners, quickly, reliably and free of charge.



Handy security

The PA 100 from Technoline is ideal for an active lifestyle and the motto that deterrence is the best defence. This personal alarm is small, handy and with a volume of 120 dB also very effective. The noise frightens the attacker and alerts every person in the vicinity. The alarm can be triggered simply by pulling the chain and is thus also suitable for children, seniors and physically challenged persons. Thanks to its handy size, the alarm ensures greater security. Permanently applied personal advertising reminds the customer that his safety is important to the giver.



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

Flexible all-rounder

The new Keyl Multitool from elastoform is a plastic tool that consists of two parts with various functions, which can be connected with the plug-on cap and thus simply attached to a key ring. The small all-rounder with a total of nine functions is robust and versatile. For use as a screwdriver, there are receptacles for standard bits in the upper area. The stepped profile enables it to be used as a gap gauge with an accuracy of 0.25 millimetres to measure joints or underfill heights. In addition, the small tool can be used as a grout filler, a diameter scale, a marking gauge, a photoelectric barrier breaker, a measuring instrument, a counter-tool and as a door wedge. It is finished by pad printing.



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The sharp little ones from Fiskars

It is often the little things that give a prize draw, a gift or an incentive a cutting edge. Fiskars, the specialist for exclusive professional tools, now offers three of its most cutting-edge outdoor experts for all-round use. Whether it be the compact universal knife K40, the leisure axe X5-XXS or the Xtract™ hand saw with coarse serration SW73: these three handy helpers offer an elaborate design, comfortable use, optimal transport and certified safety rolled into one. The sharp little ones from Fiskars Exclusive are available for the promotional product trade from Living Bytes.



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<https://www.psiproductfinder.de/mwu3yt>

Sharp spot

Ideal for use in camping or even for passionate hobby wood carvers is the attractively designed knife pouch from Sale. The accessory made of felt, paper and embroidered label is handmade in the Czech Republic and can be customised. The illustrated case was made exclusively for knives from the Swiss manufacturer Victorinox.



PSI 48078 • Wera Werk Hermann Werner GmbH & Co. KG
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Sophisticated craftsmanship

If you want to have the most important screwdrivers at your fingertips at the touch of a button, and have fun while tightening screws, the Wera Compact 28 is the right choice: The versatile tool contains six bits with cross-slot and slotted profiles in an ergonomic handle. The stainless-steel bit holder supplied with a snap ring and permanent magnet ensures a fast connection of the bits with the handle. It is delivered in high-quality gift packaging, and with an individual logo from 100 pieces.

JOHANN

DER ALLESKÖNNER

DAS ORIGINAL
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1. Johann einführen
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■ Johann DUO
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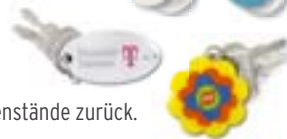
■ Johann KeyRefinder
Art-Nr. 7580
Entriegelt den Einkaufswagen und bringt verlorene Schlüssel zurück.



■ Johann DUO KeyRefinder
Art-Nr. 7522
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Der Zwei-in-einem Einkaufswagen-Löser.
Schließvorrichtungen für Einkaufswagen gibt es in mehreren Bauarten. Johann Deluxe öffnet alle in Sekunden.
500 Stück 1,35 €/St. Ab 1000 Stück 1,30 €/St.
Ab 2000 Stück 1,28 €/St. Ab 5000 Stück 1,13 €/St.



*Alle Preise zzgl. MwSt.

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Worldwide power supply

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Bright head

The LED Light Tool Expert is a smart companion for all occasions. The aluminium lamp with a 1-watt LED hides a 6-piece tool with magnetic holder. Operated by 3 AAA batteries (included). The metallic case is available in 3 colours: black with blue, grey or red. Packed in a single box. The product is finished by laser engraving.

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PSI 44531 • Indexa GmbH
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marketing@indexa.de • www.indexa.de
<https://www.psiproductfinder.de/zgi5zj>

Pocket-size alarm

With an audible alarm sound, the compact PA6 pocket alarm from Indexa draws attention in an emergency. By pulling a hand strap, it unleashes an audible alarm with 115 decibels, thus scaring away shady characters and pickpockets. Handbags and cases can be easily secured. Additional help is provided by the integrated LED lamp. The supplied batteries cover the energy requirement. If desired, the silver-coloured front of the case can be custom printed.

Six-in-one

Work from Krüger & Gregoriades is a practical multifunctional writing instrument with six functions consisting of a ballpoint pen, ruler with a centimetre and inch scale, a spirit level, cross-slotted and slotted screwdrivers and a stylus cap for touch screens. Available in silver and black, the ballpoint pen is made of a mixture of metal and plastic and, on request, is available in a different colour and with a logo. It is delivered packaged on a card with euro perforation. The packaging unit is 200 pieces.



Haptic, small, successful

Here comes the key solution for achieving advertising targets more quickly. These mini work glove key chains are made of leather and produced as true to detail as the “real big” work gloves – each piece is unique. Wherever the focus is on work, tools, crafts, machinery, construction or lending a hand, they have proven popular and are also available in a reclosable version (e.g., as a money case or the like). A logo print (also multi-coloured) is possible on leather straps or cuffs. 15 colours are in stock; the desired colour is available from 3,000 pieces. Samples and more information are available direct from the company.



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Individual help

PF Concept, together with Oppenheim & Jansson, offers an individual and creative solution: MyKit. This offer includes several pre-packed sets for different situations such as festivals or holidays. The first includes, among other things, Oropax, disinfectant wipes and condoms – everything you should always have at a festival. MyKit can be completely personalised and individually put together. From an order quantity of 500 kits, even your own products can be included. Whether it be travel companies, sporting goods manufacturers or suppliers of office products – the MyKit is a promotional gift with added value for every customer and any occasion.



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Play it safe

Safety does not always have to be boring, as the customisable smoke detectors from Global Innovations certainly prove. They enable the customer to perfectly convey the importance of the safety of the user. The area visible from below can be printed according to your own specifications. The product is tested and certified in compliance with all current VdS and EN directives.

PROMOTION FOR LIFE



Der Sommer rückt immer näher...

Mit unseren Fitness- und Wellnessartikeln kommen nicht nur Ihre Kunden, sondern auch Ihre Werbung wieder in Schwung. Wir bieten Ihnen vielseitige Fitness-Artikel für Ihren Werbe-Erfolg.

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PROMOTION FOR LIFE

Founded in Paris more than 25 years ago, the French supplier SOL'S is now one of the market leaders in the field of promotional textiles. Whether it be T-shirts, polos, parkas, hats, towels or workwear: SOL'S offers its customers fashionable textiles in excellent quality. The core value of the company remains fairness, says Managing Director Alain Milgrom. We met him at this year's PSI where he exhibited his products as an exhibitor in Hall 10, and talked about innovations, trends and markets.

Parisian chic for the promotional product industry

New products, new markets

SOL'S



Collections expertly restaged: This is one of the skills that belong to the fashion know-how of SOL'S.

What can the promotional product industry expect from SOL'S this year? We can make our partners a total of four promises. The first promise concerns our extensive product range which we have extended by 97 new products this year. As a result, we are able to meet all customer requirements and to serve every market with a suitable solution. At the same time, we enable our partners to grow and expand their activities.

We continue to pass on our success to our network. So far, the feedback has been more than positive. Secondly, we can proudly claim that all our products are "designed in Paris". They all radiate a Parisian chic and testify to French fashion know-how. From experience, we know that customers value this aspect very much. Thirdly, we can claim for ourselves to place special emphasis on the idea of fairness. As far as the production of our textiles is concerned, it is important to us to be as transparent as

possible. We have imposed a strict set of rules on ourselves, including the participation of all employees in the success of the company, including the cleaning staff. I would like to emphasize that this “culture of sharing” is shared by the entire management which has voluntarily renounced its bonuses. Fourthly and lastly, we want to offer our customers the best digital service imaginable. The development in this area is so fast that it is essential to keep pace. Our goal is to capture a digital top position.

What can you tell us about new products?

With our new beachwear collection, we are penetrating more strongly into the souvenir market in 2017. Up to now, we were only represented in this market with an assortment of urban fashion, tailored to city tourists. What was missing was a beach and sea collection. We have now filled this gap. Our beachwear collection convinces through rich colours and light materials which transport a holiday mood and high spirits. The individual products – such as swimwear, hats and cocktail dresses – are made entirely of polyester which makes them ideal for sublimation printing. As already mentioned, our beachwear collection is part of an offensive which comprises a total of 97 new products in all categories. The concept behind this product diversity is Any Wear: We strive to target every industry, every lifestyle and every market.

What is the current situation of the French promotional product market in general?

We achieved very good results last year, despite the fact that the aftermath of the terrible events of Paris and Nice is still felt. Terror makes the people in France feel insecure. For the promotional product market, this means that customers are increasingly discovering the online channel for themselves. They can order comfortably and safely from home. In order to absorb such fluctuations in customer behaviour, our attention is always directed towards several markets. As far as the future is concerned, I hope to see a relaxation of national and international politics. It remains to be seen whether the presidential elections in France in 2017 will contribute towards this. <



SOL'S will be penetrating more strongly into the souvenir market this year with its new beachwear collection.



In high spirits at the PSI: SOL'S managing director Alain Milgrom (left) and his marketing and communications manager Richard Hullin.

SOL'S
SOLOINVEST S.A.S.
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France
www.sols-europe.com

Ale benches, trestle tables and simple stands characterised the image of the first PSI trade shows. Heinz Dostmann, the founder of TFA Dostmann, still remembers the friendly, almost family-like togetherness. 50 years have passed and Dostmann is still involved.

50 years in the PSI company network

“Making the impossible possible”



Heinz Dostmann and Walter Jung laid the cornerstone for the long-term relationship between TFA Dostmann and PSI. What united the two entrepreneurs can certainly be called a friendship. In those days, the measuring devices and fittings of the young Franconian were supplied to the industry and trade. Nobody had originally given any thought to promotional products – except Walter Jung. He was traveling all over Germany and throughout Europe to persuade entrepreneurs to place parts of their normal product range on the promotional product market. Jung targeted everything that could be a brand ambassador. The company TFA, “Technische Fabrik für Armaturen”, also manufactured products that could be imprinted with advertising messages. And Dostmann remembers well that “in those days our stand was literally bombarded with visitors”. At that time, there were no catalogues, no special magazines, and certainly no Internet which could be used to obtain information. The trade show was the only place where products and information made the rounds. And many customers therefore grew with the PSI Institute.

Feel-good character of the PSI

Over many years and development cycles, there has always been a moment at Dostmann from Wertheim that constitutes the relationship with the PSI from the very outset: the specialised public in the company network as well as at the trade show. In many cases, the character of the family-run enterprises led to a friendly, collegial relationship. Help was given where it made sense. After all, everyone wanted to develop a common market. The tradition of the PSI family emerged. Dostmann soon made staggering sales with distributors and catalogue suppliers of promotional products, such as Oppermann and Hach, the Amazons of the old school. Today nobody knows how

many hundreds of thousands of “Galileo Galilei” thermometers (photo) were sold at the time. The garden thermometer, also a premium product worth approx. 160 deutschmarks and still one of Axel Dostmann’s favourite products, has reached sales of nearly one million units to date and was delivered from Wertheim on pallets all over the world. Just like the house wall thermometer from the 70s with its freestanding numbers, a classic product which still finds many buyers.



A view of the company premises of TFA in the beautiful valley of the River Tauber.

Innovations from Wertheim

However, Dostmann never rested on his laurels. Money was constantly invested in new products and diversification. Heinz Dostmann also ushered in the generational change at an early stage. In 1991, his son Axel joined the company after doing an apprenticeship abroad and took over the management of TFA a few years later. Together with his two brothers, he now determines the fate of the many family businesses that have evolved into the Dostmann Group with more than 300 employees. Mechanical thermometers, barometers, hygrometers and compasses are still manufactured in-house with a high production depth. On the one hand because of the quality, but also because many new product ideas and product developments evolve from the production. “An invaluable source of innovation,” says Axel Dostmann.

New construction, renovation, expansion

Dostmann 4.0 was also launched early on: “Weather direct” via online, app products and cloud-based applications are the order of the day and are called Smarthy, Thermowire, Weatherhub or TouchPlay Upbeat. Added to this are many forms of watches, kitchen timers and, in the top segment, even Sous-Vide premium cooking products. The range of articles which can also be found everywhere in the trade is almost endless, thus proving the innovativeness of the North Franconian company. In order to meet the challenges of globalisation, mechanisation and digitalisation, Dostmann has recently invested enormously in digital printing technology, a modern logistics centre and automation. The buildings were completed as early as 2015, and the electronics have now been installed. Product availability and supply capability have been improved and further accelerated. “We produce ourselves, print ourselves and can therefore often make the impossible possible,” says Axel Dostmann. <

Three questions, three answers

When was your first PSI trade show?

In 1991, when I joined my parents’ business.

What do you value most about the PSI?

Dealing with a specialist public and meeting lots of owner-managed companies.

What are the main challenges facing the industry in the future?

Digitalisation and the unfair trade practices of certain new competitors entering the market. We and the PSI must be well prepared to overcome this.



Axel Dostmann with the legendary garden thermometer.

Effective solution

Colorful promotional tattoos will not go unnoticed this upcoming spring/summer. Custom designed **promotional tattoos** present extremely low cost and highly effective solution. They are great for kids, teenagers, sporting fans ... The tattoos from Promoskin are EU certified, completely safe and fully customizable to support various marketing campaigns. They are individually packed in polybags so they stay protected. Promoskin can produce them in any size of need. Their high quality print on both sides ensures the satisfaction of the end user.

PSI 48671 • Studio anan d.o.o. – Promoskin
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<https://www.psiproductfinder.de/ymq2zm>



Evolution of a classic

After the revolution of the QS series with its 3D surfaces, Prodir is now presenting the evolution of a DS classic – **the new DS6**. It is appealing thanks to its high-quality surface finish and clear, contemporary design. Even in the standard version, the DS6 offers at least two surfaces, the barrel is matt and polished, and the clip comes transparent or polished, depending on the barrel colour. Velvety soft touch for the barrel adds extra value. As extras for attention-grabbing brand ambassadors, push buttons made of chrome-plated or satined metal and a shiny chrome-plated metal tip are available, also for soft-touch versions. The push button, clip and barrel harmoniously form an organic unit. Printable surfaces on the clip and back of the barrel provide space for logos and texts in up to six colours. Five excellent writing systems, including the new, ensure high writing comfort.

PSI 43417 • Prodir GmbH • Tel +41 91 93555-55
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<https://www.psiproductfinder.de/ngu0yw>



Individually special

Charging stations for the car are very popular. **Car Charger Diego** (A101012) is characterized by its compact, square shape and connection for two USB plugs, which can be protected with a rubberized cap against contamination. A special feature: the entire cap is available for finishing in 2c 3D technology. This emphasizes logos or lettering not only visibly, but also tangibly.

PSI 47555 • Vim Solution GmbH
Tel +49 7661 909490 • info@vim-solution.com • www.vim-solution.com
<https://www.psiproductfinder.de/yml4og>



Sustainability redefined

With its **RECYCLED PET PEN**, uma shows that the end of a plastic bottle does not have to be the end, but that a long-lasting advertising vehicle can be created. In the “upcycling” process, old PET bottles are collected, washed and crushed. The resulting raw material rPET is then melted as granules and poured into the mould. The result is a RECYCLED PET PEN made from a 0.5 l PET bottle: sturdy, durable and attractive. The RECYCLED PET PEN is available from opaque to transparent. Particularly striking here is the stopper which, as a colour contrast, sets itself apart from the remaining housing and, like the clip and the shaft, can serve as an eye-catching advertising vehicle.

PSI 41848 • uma Schreibgeräte
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<https://www.psiproductfinder.de/mjy0yz>

For a writing impression

The new senator® **metal ballpoint pen** Polar combines modern, straightforward design and superior finishing quality "Made in Germany" with an unbeatable attractive price. The subtle, matt-finished shaft, optionally in black or silver, is complemented by high-gloss chromed fittings and a high-quality metal tip. The colour finish on the upper part can be produced in a PMS colour according to customer requirements. Individual shaft finishes are also possible. The Polar is equipped with the soft-writing senator® G2 Magic Flow refill.

PSI 41838 • Senator GmbH
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<https://www.psiproductfinder.de/ytizzd>



Summer refreshments for your pocket

For many people, summer is the most beautiful time of the year. And all the more so with the appropriate freshness. JUNG offers several possibilities and ideas, such as the Mentos **Sixpack**. The chewing gum are packed in an all-round printable promotional sachet. Individualisation is possible in 4c digital printing in small print runs. The "Made in Germany" peppermint dispenser **Cool-Card**® is also refreshing with 49 sugar-free minties, which can be digitally printed in small quantities from 600 pieces.

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

Environmentally friendly customer loyalty

Plastic cards in a credit card format are a versatile customer loyalty tool and advertising vehicle. According to PPS, thanks to a novel method of production, the **customer or gift card** can now be produced from completely biodegradable PVC. According to the card specialist, the environmental aspect can be directly communicated on the product, such as: "Biodegradable! After expiry of this plastic card, simply dispose of it in the compost!"

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



Threefold refined engineering miracle

Thanks to sophisticated technology, **micx-media transmits** communication-intensive promotional effectiveness to advertising vehicles with a wide range of device formats. The new POWERLightBOX is a real all-rounder, combining a powerful Bluetooth loudspeaker with a powerful powerbank and a technically sophisticated LED light. In addition to individual gift wrapping, the micx professionals can also integrate individual branding onto the housing for a promotionally-effective impact.

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

Small, slim, chic and light

USB stick and powerbank in one! Not much bigger than a business card and in an elegant design with a silver glossy surface, this **powerbank** impresses with its versatile connection possibilities: Integrated Micro USB cable, iPhone 5/5s connection, iPhone 4/4s connection and USB stick. The recharge process is indicated by a red light. Finishing with laser engraving, pad and screen printing is possible.

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<https://www.psiproductfinder.de/yimi4og>



Tradition in a new look

The world-famous brand PARKER has recently been completely relaunched in the German-speaking world. All model lines have been overhauled and now appear in a new look. The updated colours and fonts, new packaging, a modified logo and much more promise fresh wind in the high-class segment. Furthermore, **the writing instruments** are highly professional and reliable and will continue to be a stylish promotional ambassador in the future. In spite of the many innovations, the brand remains bound to tradition and continues to adhere to unmistakable details such as the arrow clip. The possibilities of extensive finishings remain unchanged. From printing to engraving to doming, each message is presented in the right light and elegantly positions the advertising company accordingly.

PSI 47160 • Hauff Schreibgeräte GmbH • Tel +49 7531 4571780
contacts@hauff-gmbh.de • www.hauff-gmbh.de
<https://www.psiproductfinder.de/yjm4nj>

Go gum!

A personalised promotional product delivered in just 24 hours? That is what Kalfany has to offer! All levers are set in motion for customers to ensure the ordered promotional product arrives in time for the upcoming event or promotion. Provided print approval and order confirmation are received by 12 noon, delivery of the top seller of the confectionery specialist, the popular **premium fruit gummy bears** in a 10g promotional sachet, to the desired address is "guaranteed" by 12 noon on the following workday ("force majeure excluded"). From 2,000 pieces, the promotional sachets manufactured under IFS standards with colourful mixed premium gummy bears are available at an "unbeatable complete price" (according to Kalfany SüBe Werbung).

PSI 42706 • Kalfany SüBe Werbung GmbH
Tel +49 7643 8010 • vertrieb@ksw24.com • www.suesse-werbung.de
<https://www.psiproductfinder.de/nty5nt>



Advertising with longevity

The simple plastic bag is a thing of the past. PP-woven and non-woven bags are the companions of today. Asia Pins offers long-lasting, durable, functional and versatile **promotional bags** with a long service life. The bags are glossy or matt, full-surface or unobtrusively printed, with handles, cords or velcro. The practical Envelope, the ideal envelope for mailings and document delivery, is also extremely versatile. Both advertising vehicles can also be implemented as recycled versions with RPET materials.

PSI 45428 • Asia Pins Direct GmbH • Tel +49 30 720200400
info@apd-gmbh.de • www.asiapinsdirect.de
<https://www.psiproductfinder.de/zdqznd>

New express service

The Dutch specialist for inflatable articles, Sir Price Promotions, has over 40 years of experience in the market. The strengths of the company lie in the full-colour printing of its stocked products with desired motifs. Numerous well-known companies are among the satisfied customers of Sir Price Promotions which, as its latest development, now offers an inexpensive **“custom-made service”** with an express delivery time of only 4 to 6 weeks with a purchase quantity of 1,000 pieces for certain standard items. 16 standard colours are available for these custom designs. The PVC of the inflatable articles is 0.18 millimetres thick, which makes them more durable than conventionally offered material. Further details are available direct from the company.

PSI 45907 • Sir Price Promotions • Tel +31 10 2620022
 info@sirprice.nl • www.sirprice.nl
<https://www.psiproductfinder.de/otu5ym>



Extra-long use

The STABILO economy appeals as a ballpoint pen and as an Inkliner with a cool design and transparent optics. Both versions fit snugly in the hand and inspire with pleasant writing comfort. Reliable writing and a clean typeface are guaranteed by the Jumbo refill in the ballpoint pen and by the ink guide system with the 0.7 mm steel tip of the Inkliner. The casual STABILO economy model is available with a minimum order quantity of 1,000 pieces in the four transparent standard colours apple green, lilac, petrol and white. The STABILO economy is also available in individual Pantone versions with an order quantity of 5,000 pieces. The **extra-wide clip** in silver matte is especially suitable to ensure a perfect presentation of the advertising message. Space for advertising is also available on the upper part or shaft. 360° all-round printing of the shaft guarantees a high-quality advertising effect and individual optics. Thanks to the “Made in Germany” brand quality, the STABILO economy is designed for extra-long use by the trend-oriented and design-oriented target group.

PSI 43287 • Schwan-STABILO Promotion Products GmbH & Co. KG • Tel +49 911 56734-55 (Sales Germany)
 Tel +49 911 56734-65 (International Sales) • service@stabilo-promotion.com
www.stabilo-promotion.com • <https://www.psiproductfinder.de/ndm5m2>

The passion for pens

Every product can be advertised in many ways, by highlighting its logo, label or contents. The DreamPen pens, in their basic form, are beautiful – colourful, diverse, smooth, rimmed, opaque or transparent. But it is the overprint that makes them proper content medium and gives them characteristic expression. Thanks to the use of modern technologies, the DreamPen printing works can execute the most complex pen overprints, both the screenprinting and padprinting. DreamPen also have in our offer chrome printing. In the case of **Clip4you collection** the overprint is made in digital full-colour method (photo quality). The concept of the individual clip, combined with possibilities of creating even the most sophisticated shapes and making any kind of imprint, offers limitless opportunities.

PSI 45720 • DreamPen • Tel +48 68 4772230
 dreampen@dreampen.pl • www.dreampen.pl • www.clip4you.com
 www.psiproductfinder.de/ntrhn2



Environmentally friendly material

Bagfactory is a specialist for **pouches and bags** made of non-woven material produced and processed in an environmentally friendly manner. The Lithuanian company offers numerous design possibilities. In this respect, too, care is taken to conserve resources. For example, special sewing techniques have been developed which give the products a very high-quality finish. Bagfactory can deliver to any European country within 72 hours at extremely attractive prices.

PSI 49907 • Bag Factory • Tel +370 65 012288
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PSI No. 15843	LAV-SOFO-MARKTe.V. Ina Hofferberth, GERMANY	www.apotheker.de
PSI No. 17529	Leonardo Media Ltd., CROATIA	
PSI No. 17626	Limelight Publicity N/A Partnership, UNITED KINGDOM	www.limelightpublicity.co.uk
PSI No. 17609	Lineart Textil GmbH, AUSTRIA	www.linearttextil.at
PSI No. 17606	Loep+ Connie Klijn, THE NETHERLANDS	www.loep-plus.nl
PSI No. 17632	LUCOM'PROD SAS, FRANCE	www.lucomprod.fr
PSI No. 17541	manida werbemittel + konzepte Markus Landhofer, Nina Wessels, Daniel Wessels GbR, GERMANY	www.manida-werbemittel.de
PSI No. 17580	Manrique Oppermann SARL, FRANCE	www.oppermann.fr
PSI No. 17585	mbm soccer Inh. Markus Bergmann, GERMANY	www.mbm-soccer.de
PSI No. 17584	MDA Promotion Agencja Reklamowa Dorota Czechowska, POLAND	www.mda.com.pl
PSI No. 17503	MeetingLinq BV, THE NETHERLANDS	www.meetinglinq.nl

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 No. 17638	Mercati SRL, ITALY	www.mercatisrl.it
PSI No. 17567	merchaholics Inh. Tobias Witschko, GERMANY	www.merchaholics.com
PSI No. 17548	Merchandise Essentials BVBA, BELGIUM	www.merchandise-essentials.com
PSI No. 17519	M-Gifts Martin Messer, THE NETHERLANDS	www.m-gifts.nl
PSI No. 16454	MGrafix Werbung Inh. Markus Härmen, GERMANY	www.mgrafx.net
PSI No. 17549	Michael v. Dortmund, GERMANY	www.werbeatikel.com
PSI No. 17540	Mikebon OY Ltd, FINLAND	www.mikebon.fi
PSI No. 17530	MM IMAGINE SAS, ITALY	www.mmimagine.it
PSI No. 17574	NBI LLC, RUSSIAN FEDERATION	
PSI No. 17627	NovaBoost Sarl, FRANCE	www.cadeauweb.fr
PSI No. 17506	OBJET EXPRESSION Nicolas Requillart, FRANCE	www.objet-expression.com
PSI No. 17514	Passende Geschenken Inh. Marc Pas, THE NETHERLANDS	www.passendegeschenken.nl
PSI No. 17569	pepp team GbR, GERMANY	www.peppteam.de
PSI No. 17634	PFT-Schmidt Werbetechnik Inh. Andre Schmidt, GERMANY	www.pft-schmidt.de
PSI No. 17641	Pins and More. nl Werner Hofman, THE NETHERLANDS	www.pinsandmore.nl
PSI No. 17515	PIOES SIA, LATVIA	www.pioes.lv
PSI No. 17596	Poshprezies Limited, UNITED KINGDOM	www.poshpromotions.co.uk
PSI No. 17613	Prikkels BV, THE NETHERLANDS	www.prikkelsbv.nl
PSI No. 17617	Printship AB, SWEDEN	www.printshop.com
PSI No. 17521	projekt_ard GmbH & Co. KG, GERMANY	www.projekt-ard.de
PSI No. 17502	Promise Promo LTD, UNITED KINGDOM	www.promisepromo.com
PSI No. 17623	Promo 24/7 Inh. Frank Grube, GERMANY	www.promo247.de
PSI No. 17564	PROMO LD d.o.o., SLOVENIA	www.promold.si
PSI No. 17583	Promo Place SARL, LEBANON	www.dkmbblue.com
PSI No. 17643	Promo2000 VoF, THE NETHERLANDS	www.promo2000.nl
PSI No. 17509	Promocompany B.V., THE NETHERLANDS	www.promocompany.nl
PSI No. 17566	Promofluid SRL, ITALY	
PSI No. 17559	Promotick Sarl, MOROCCO	www.promotick96.com
PSI No. 17610	Proud Packaging B.V., THE NETHERLANDS	
PSI No. 17616	ProWork Salland Inh. Tino Nijland, THE NETHERLANDS	www.proworksalland.nl
PSI No. 17576	Pr-studia LLC, RUSSIAN FEDERATION	www.pr-studia.ru
PSI No. 17535	Q2Be Inh. Monique van der Kolle, THE NETHERLANDS	www.q2be.nl
PSI No. 17543	RBS Beratungs-Service GmbH, GERMANY	www.rbs-service.de
PSI No. 17604	reva GmbH, AUSTRIA	
PSI No. 17555	RMS Promotion s.r.o., SLOVAKIA (SLOVAK REPUBLIC)	www.promotex.sk
PSI No. 17537	Salem Strickwarenerzeugung Inh. Margarete Salem, Reinhard Salem, Stefan Salem, AUSTRIA	www.shirtsandmore.at
PSI No. 17507	Saxer Aps, DENMARK	www.saxer.dk
PSI No. 17551	Select Business Gifts Inh. Adrian Harris, UNITED KINGDOM	www.selectbusinessgifts.co.uk
PSI No. 17615	Sheriff reklam Inh. Mattias Kling, SWEDEN	www.sheiffreklam.se
PSI No. 17518	Sickstal European S.L., SPAIN	www.sickstal.com
PSI No. 17523	Sieber & Wolf Werbeagentur GmbH, GERMANY	www.sieberundwolf.de
PSI No. 17614	Sport Point und Druck Punkt Inh. Carmen Pepiuk, GERMANY	www.druckpunkt-pressath.de
PSI No. 17602	Sports Merchandise Global Ltd, UNITED KINGDOM	www.sportsmglobal.com
PSI No. 17531	Stodieck - konzepte künstler events Reiner Stodieck, GERMANY	www.stodieck-events.de
PSI No. 17625	Streamline Corporate Ltd, UNITED KINGDOM	www.streamlinecorporate.com
PSI No. 17560	Sturm GmbH, GERMANY	www.sturmbeschriftungen.de
PSI No. 17513	swedex GmbH, GERMANY	www.swedex.eu
PSI No. 17590	Tailor Made Acrylics VoF, THE NETHERLANDS	
PSI No. 17571	Target Market Group SAL, LEBANON	www.targetmarketlb.com
PSI No. 17534	The Sourcer.com Limited, UNITED KINGDOM	www.thesourcer.com
PSI No. 17608	Tokai Hisoania Distribucion SA, SPAIN	
PSI No. 17550	Tri-P Werbung + Produkte + Kommunikation Inh. Tobias Rinklin, GERMANY	www.tri-p.de
PSI No. 17621	Troy Tanitim VE PAZ AS, TURKEY	www.troy.com.tr

PSI No. 17709	TW-WERBUNG Thomas Wreschniok, GERMANY	www.tw-werbung.de
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TW-WERBUNG ist seit über 20 Jahren ein zuverlässiger Partner für Vereinsbedarf, Werbetechnik, Werbeartikel und Textildruck. Die Veredelung von Einzelstücken und Kleinserien im Textilbereich ist unser Kerngeschäft, ebenso wie die Bedruckung von Geschenkartikeln.

PSI No. 17618	UAB TRELE JSC, LITHUANIA	www.trele.lt
PSI No. 17636	van Dongen met de Kroon Borduurprofessionals BV, THE NETHERLANDS	www.vandongenmetdekroon.com
PSI No. 17532	VEITHing Spirit Marcus Veith, SWITZERLAND	www.veithingspirit.com
PSI No. 17619	Vividpromo s.r.o., CZECH REPUBLIC	
PSI No. 17589	Vostok-Time LTD, RUSSIAN FEDERATION	www.vostok-time.ru
PSI No. 17546	Wagener Werbung Inh. Kurt Wagener, GERMANY	
PSI No. 17525	WEBO Druck GmbH, GERMANY	www.webo-druck.de
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PSI No. 15927	Werbemittel & Beschriftungen Inh. Heiner Weber, GERMANY	www.weber-werbetechnik.de
PSI No. 17587	Wess Idea & Concept BV, THE NETHERLANDS	www.wess-concept.nl
PSI No. 17526	WWF Druck + Medien GmbH, GERMANY	www.wwf-medien.de

PSI FIRST Club 2018 | SUBMIT NOW, SEND IN LATER

Each year as part of the PSI FIRST Club, 50 product innovations have the chance to be exclusively presented at Europe's leading trade show for the promotional product industry and vie for the People's Choice Award. For PSI members who already have a good idea in mind but are still working on the product, there is now good news: you can **register** your **product** now **under** www.psi-messe.com/psifirstapplication and **submit it no later than 13th October**.



PSI Supplier Finder 1/2017 | Entries' update

The PSI Supplier Finder is a reliable source for distributors in their search for suitable PSI suppliers. Companies in the PSI Supplier Finder will be found. The official supplier directory of PSI is released twice a year and is sent to all PSI promotional products distributors. In addition to company master data, it also contains important information such as product categories and acquired certifications. Manufacturers and suppliers who are members of the PSI network can now update their entries in the first edition of the Supplier Finder 2017. **Entries can be made until 5 May 2017**. PSI members can log in with their PSI login data at psiproductfinder.de/de/account/profile to edit the online form.



PSI Sustainability Awards | Go for Round 3



Every second supplier focuses on sustainability. In the case of distributors, one in three takes concrete measures to certify his activities or to obtain evidence of sustainability. And the trend is rising. Since 2015, PSI meets these efforts of the promotional product industry with the PSI Sustainability Awards. The awards are now in the third round. The PSI Sustainability Awards will be presented in the eight categories "Economy", "Ecology", "Social Issues", "Ecological Initiative", "Social Initiative", "Product", "Campaign", "PSI Sustainable Company of the Year 2017". All companies in the promotional products industry at home and abroad can participate, irrespective of whether or not they are a PSI member. Manufacturers, importers, promotional

product agencies and distributors can register online for all categories. For the categories Product and Campaign, users and designers can also apply. **The registration deadline is 1 June 2017**. The PSI Sustainability Awards will be ceremoniously presented on 8 September 2017. More information on registering and the procedure can be found at: www.psi-awards.de.



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Application deadline extended until 1 June 2017
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PSI Sustainability Awards Ceremony 2017

8 September 2017
Kurhaus Wiesbaden
Kurhausplatz 1, 65189 Wiesbaden

5:30 pm
Champagne reception

*
6 pm
PSI Sustainability Awards Ceremony 2017

*
7:30 pm
Dinner

 Reed Exhibitions



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Data security



Collecting customer data is one of the most important measures taken in business life today. Customer data are a 'sacred' asset of every company. Stored in CRM systems, they serve as the basis for the entire marketing and sales process. For this reason alone, it is in a company's own interest not to pass on customer data.

In times of Google and Facebook, data is collected all over the Internet, and because what happens with it can no longer be traced, mistrust also increases. On the other hand, there are also laws, compliance regulations and codes of conduct to protect data. The data protection laws in Europe, especially in Germany, are the strictest in the world.

The PSI also collects data. Particularly at trade shows, visitors' registration data are indispensable to ensure that only accredited visitors can access the trade show. In addition to legal requirements, there are strict compliance guidelines at our company that prevent any improper use. To be even more explicit, jobs are at stake here – mine, too.

I have recently held a series of talks in England and Germany in which concerns about how to deal with data within the industry were expressed. Are these concerns justified? Have there been any specific cases of data abuse? This is a serious issue. Please mail me your opinion or experiences.

Best regards,

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



The PSI Distributor Benchmark

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That extra something in life

From Mark Twain came the witticism: "To get the full value of joy you must have someone to divide it with". And when lots of people share enjoyment, it is time to celebrate. This can happen for many different reasons, in all kinds of places and at any time. Festivals encourage the promotion and preservation of a social community. And certain celebration rituals consolidate solidarity. In other words, festivals are that extra something in life. And we show products with which people can look forward to a variety of festive "events". As a second focal point, we are presenting innovations from the areas of "USB, powerbanks and smartphone accessories".

Please give some thought to the product theme of the July 2017 issue with the thematic groups "Christmas and gift sets" and "Porcelain, glass and tableware" and send your product presentations (image and text) by no later than 17 May 2017 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechmer@edit-line.de

Competence in the area of promotional mugs

The name Kubki.com.pl is widely known for finishing promotional mugs.

The product range of the Polish company Pro Media, which has been operating in the European market for 15 years now with growing success, is offered under this brand name. The main business of Pro Media has always focused on decorating mugs and cups made of ceramics, porcelain and glass. We are presenting this innovative company in our June issue.



PSI Industry barometer

Entrepreneurs need to know what is going on in the market in order to make responsible decisions. PSI has developed its own market research tool which regularly surveys the current situation as well as the trends of the industry, and thus regularly provides market data and industry information. The PSI Industry Barometer is unique in Europe. The PSI Journal offers an insight.



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