

PS1 EUROPE

PSI Journal

International Magazine

For Promotional

Products

June 2017

Volume 56



Robert Wolnik

Pro Media

Expertise in

promotional mugs

Product Guide

USB, Powerbank,

Smartphone

Festivals and events

Werbemittel Rüppner

Individual customer advice

is the name of the game

cyber-Wear

Increase and

new headquarters



Sustainability profile

Transparency is the key

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Editorial

Renaissance of values

After more than 20 years in the industry, I still occasionally have difficulties understanding it. I cannot really understand the agitation every so often about the In-

dustry Customer Day. Sure, the premiere was not without flaws. What premiere isn't? Overall, however, I am convinced it was a tremendous, great stage for the promotional product. The PSI has gained a deeper insight from suggestions and critical comments, as well as from its own observations. Many distributors and consultants have also learned a lot. Those who had invited industry customers in a non-selective way could not really showcase their consulting expertise and their good contacts with renowned suppliers. Quality rather than quantity would have been more appropriate.

It will also be quality that paves the way for the future of the industry and its companies. The world is again turning its attention to service, advice and human reliability. And there will always be those who only strive for the best price. The Amazons and Alibabas of this world cannot develop long-lasting relations with these species either. Someone always offers a better price – however, it is questionable whether he is happy about this.

Advice, quality and acquired haptics are asserting themselves once again. In the USA, for instance, sales of hard-cover books are again overtaking electronic books. After suffering a haemorrhage, travel agencies are now generating higher sales. We now rely more on personal advice than to be fooled by false comments and rosy images on the Internet. In addition, people are increasingly aware of how mobile phones, tablets and laptops are eating up their precious lifetime. If you provide good advice, are close to the customer and use the Internet to showcase your skills, you will continue to do good business in the future.

On this note

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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cable colors!**



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Product novelty

Zeno



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25 years of individual customer advice

46

They are an effective marketing tool and inspire customers and suppliers alike: The in-house trade shows of Werbemittel Rüppner. Lots of regular customers, a friendly, personal atmosphere and interesting conversations also marked the event in this anniversary year.



Expertise in promotional mugs

70

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.

Product novelty

Zeno



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| 3 facts about wood |

Did you know that ...

... less energy is required for extracting and processing wood than for other raw materials? In addition, wood can be completely re-used and therefore does not burden the environment at the end of its life. (Source: artholz.de, "History of wood")

... there are four billion hectares of forest worldwide? One third of the land area is covered with trees. Europe's forests are currently expanding to over one billion hectares, with four-fifths of them in Russia. (Source: sdw.de, Schutzgemeinschaft Deutscher Wald)

... the total stock of wood in the Swiss forest is about 427 million cubic metres? 10 million cubic metres grow back each year. Without overusing the forest, 7 to 8 million cubic metres of wood could be harvested each year. (Source: waldschweiz.ch)

Good wood



Built on wood

Wood is popular – also as a building material. Latest trend: high-rise buildings. In Austria, for example, the 27-metre tall "LifeCycle Tower" is the world's first modular wooden hybrid high-rise building. The "Forté Building" located in Melbourne is 32 metres tall. The 14-storey luxury apartment block "Treet" in the Norwegian mountains is an impressive 49 metres tall.



2



1

The promotional product industry would also like to come up with creative suggestions in wooden style.

1 | Wooden travel bag

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2 | "Greenwood" wooden wristwatch

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3



LIFE IS A COLOURFUL JOURNEY!

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All signs point to “slow”

Never before have people been so speed driven and exposed to such a fast-paced life as today. Nevertheless, Zukunftsinstitut speaks of the age of slowness. Deceleration as a conscious counterweight and a social trend that brings certain phenomena with it. One of them is “Adult Colouring”.



“Meditative colouring

of kaleidoscope-like patterns,” according to Zukunftsinstitut, “helps stressed persons to actively focus on one thing and to aesthetically sink into a state of no-mind.” In other words: colouring books for adults are booming.



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Looking back to the future

Indulging in reminiscences can be very beneficial. The two social psychologists Jochen Gebauer and Constantine Sedikides claim that it increases well-being, enhances self-esteem and strengthens relationships. Retro is even considered a comforter. Incidentally, this is a very long trend which first arose as early as the end of the 19th century.



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The GUSTO Tasting Pavilion has established itself as a multi-sensory highlight of the PSI Trade Show. The stylish shared stand, where vendors invite culinary promotional ambassadors to sample, is being presented at the upcoming PSI on an even larger area. We have compiled what the new GUSTO has to offer exhibitors.

GUSTO Tasting Pavilion at the PSI 2018

Successful concept enters the next phase



Whether it be something sweet, savoury or a fine wine, the GUSTO Tasting Pavilion is all about tasting. Here, exhibitors can present their specialties and innovative food creations in the most effective way: as a sample, complemented by product information and tips on the use of their products.

GUSTO continues to grow

In the last trade show survey, exhibitors confirmed that the GUSTO concept worked excellently. They judged the stand itself and the success of their product presentation to be very good. Only the position in Hall 9 was not optimally evaluated. The positive evaluation of the innovative stand format is reason enough for PSI to expand GUSTO

2018 to include a total of 21 exhibitors. At the upcoming PSI, an additional five exhibitors will have the opportunity to present their products there. Once again, this means the stage is clear for fine chocolate, biscuits or cakes, for spices and salts, teas, wines, spirits and beverages, but also regional and international specialties as well as tasteful presents. Exhibitors with an appropriate offer should secure a place now.

Effective marketing tool

If you exhibit in the GUSTO area, you will be able to easily induce your stand visitors to transport promotional messages with culinary products. Because you can convincingly recommend to your own customers what you have tried as a distributor. For exhibitors, the Tasting Pavilion is therefore a marketing tool that is based on multisensory experience and is thus particularly effective. The GUSTO Tasting Pavilion offers the best prerequisites for targeted customer approach and sustainable customer loyalty. <

The GUSTO performance package includes

- GUSTO shared stand with one presentation counter per exhibitor including equipment
- Additional costs such as AUMA, TÜV, stand cleaning, electricity and insurance
- Shared storage area with cooling facility
- Seating area for conversations in a quiet atmosphere
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- in the PSI Journal in December and in the Hall Plan (for registration by 1.11.2017)
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 of water and

21 grammes of CO₂ can be saved by using a reusable beaker. This is a real argument for using the popular promotional mug which is now made of ceramic, stainless steel or plastic.

80%
of German promotional product professionals expect to generate at least the same turnover until 2020. A mere sixth (17 per cent) expects an increase in industry's investment in promotional products. This is a finding of the GWW promotional product monitor 2016.

Twice
as many people recall promotional products compared to other media. This recall of promotional products in the benchmark is a finding of the GWW promotional product impact study 2016/2017.

79 **per cent**
of the French prefer a USB stick as a promotional product. This is the only product which is equally popular among females and males. According to the latest study by the French association 2FPCO, gender tastes vary in the case of other promotional classics such as chocolate.

6.34 million
people in Germany do not have any promotional products. This is a finding of the GWW promotional product impact study 2016/2017. This group needs to be captured in a convincing way.

Three quarters
of the French (78 per cent) have a high opinion of a company when they receive a high-quality promotional product. By contrast, however, only 65 per cent have a low opinion in the case of inferior quality. This is a finding of the latest study by the French association 2FPCO.

2017
is the year in which the CSR reporting obligation enters into force in the EU. Initially, companies with total assets of more than 20 million euros or revenues of more than 40 million euros and more than 500 employees are affected.

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PROMOTION FOR LIFE



AUTHENTICITY IN TERMS OF SUSTAINABILITY

Transparency
is the **key**



Sustainability was originally aimed at achieving sensible forest management. In the 21st century, the concept was introduced to many areas of life. Ecological, economical and socially responsible action is more important than ever before. Honest commitment pays off. For the environment, present and future generations and those who operate it sustainably.

Economically efficient, socially just, ecologically sustainable. Objectively and neutrally perceived, these are the three dimensions of sustainability. But the philosophy behind this is to meet the needs of people today in such a way that future generations are not disadvantaged and restricted. The author Ulrich Grober writes in his book "Die Entdeckung der Nachhaltigkeit" (The Discovery of Sustainability): "Sustainability is our most original world cultural heritage, a term deeply rooted in our culture."

Authenticity is required

As early as 1713, Hans-Carl von Carlowitz defined for the first time the triangle of sustainability consisting of eco-

logical equilibrium, economic security and social justice. He is thus the founder of the concept of sustainability. What was initially aimed at achieving sensible forest management had extended to many areas of life by the 20th century. Numerous definitions of the concept of sustainability which differ strongly in the ecological, economic or social direction have been circulating. It is not uncommon that interdisciplinary goals are formulated. Sustainable management is reflected in a wide range of measures, including the reduction of CO₂ emissions, the use of renewable energies, the reduction of waste and water use, the use of compostable or reusable materials, investments in environmentally friendly technologies or certified working conditions and the promotion of social integration, to name just a few. Whoever is doing good things sustainably can also talk about it. However, it should be exactly in this order. The Sustainable Image Score 2016 from Serviceplan Business Corporation states: "An absolute basic prerequisite for successful sustainability communication is authenticity. First and foremost is actual, product-relevant and honest sustainability management. It is only afterwards that the communication of this follows – which is all the more successful."

Transparency instead of "greenwashing"

Transparency in terms of sustainability separates the wheat from the chaff. And this transparency is all the more important in the 21st century, as the concept of sustainability is becoming increasingly inflationary. A meaningful sustainability profile will therefore shape the corporate image in the future. Sustainability – especially transparent – is in every respect a profitable factor; it already accounts for "up to 13 per cent of sales", as the Sustainable Image Score 2016 from Serviceplan Business Corporation shows. It is, therefore hardly surprising that transparency is also becoming more and more important in the promotional product industry. Corporate social responsibility (CSR) and the "clean company" concept are already anchored in both large and small companies, and are gaining ever more significance. This is why every second supplier relies on sustainability. Every third distributor takes concrete measures to certify his activities or to obtain proof of sustainability. In the long term, the trend is rising, since whoever uses or receives promotional products usually wants to know where they come from and under what conditions they were produced. The trend is undoubtedly towards "green" promotional products. Sustainability is more than a fashion phenomenon. Sustainability is an obligation and is gaining in importance as such in the promotional product sector. This makes transparency all the more important in order to keep track of the complexity and variety of qualitatively different certificates and to contain "greenwashing" (see box on page 15). >>

>> “Sustainable League” as a compass for users

This is where the PSI Sustainability Awards, which were presented for the first time in 2015, offer valuable guidance to the promotional product industry and are already a reliable indicator of the sustainability of companies, their own initiatives, their products and their campaigns. PSI Managing Director Michael Freter sees the special feature of these awards as being that they “do not conform to the mechanisms of marketing awards, but rather help to make the heterogeneity of the promotional product sector in the area of sustainability measurable and therefore

also comparable.” Even more: With the “Sustainable League 2017”, PSI has established a sustainability compass for users and thus responded to a clearly increasing demand for transparent and continuously active companies in the promotional product industry. The success and activity register of suppliers of promotional products is based on the participation and results of the PSI Sustainability Awards 2015 and 2016. The PSI plans an annual update of the database of the award participants. The international network of the promotional product industry thus underscores the important aspect of continuity. Sustainability is an ongoing process in every respect. <<

Eight categories of the PSI Sustainability Awards

Category 1: **Economic Excellence**

Companies will only be able to survive if they create new products and services, enter into cooperative ventures, build networks and master their internal processes. Sustainability management begins with economically clean and transparent companies, i.e. fiscal stability, quality management and investments in environmentally friendly technologies. This can be proven with existing certificates which go beyond statutory requirements. Existing certificates for the quality management of a company are, for example, EFQM and ISO 9000. Existing certificates for the quality or safety management of the products of a company, which go beyond statutory requirements – either from its own production or as exclusive import products – include EN ISO 22000, GS and SGS Institut Fresenius.

Category 2: **Environmental Excellence**

Ecologically sustainable goals are a central aspect at a company that acts responsibly. Considerations are focused on the impact of the respective business model on the environment and society. Certified environmental management is the way to decouple economic growth and environmental impact. This way, for example, can be proven by means of existing certificates for ecologically sustainable products of a company, either from its own production or as exclusive import products. Existing certificates for the environmental management of a company are, for example, EMAS and ISO 14000. Among the existing certificates for ecologically sustainable products of a company – from its own production or as exclusive import products – include FSC, Blauer Engel and Ökotex 100 plus.

Category 3: **Social Excellence**

In addition to ecological and economic aspects, social aspects are one of the cornerstones of sustainability. These include certified working conditions at all company production sites, the promotion of social integration, respect for fundamental rights and cultural diversity, and zero tolerance of all forms of discrimination. A company's ethics can be vividly demonstrated with appropriate existing certificates such as SA8000, BSCI, OHSAS 18001 and OHRIS.





“Greenwashing ...

... is an attempt by companies to achieve a ‘green image’ through marketing and PR measures without, however, implementing appropriate measures within the scope of added value. The concept originally referred to a suggested environmental friendliness, but it is now also used for suggested corporate responsibility.”

wirtschaftslexikon.gabler.de/Archiv/9119/greenwashing-v7.html

Category 4: Environmental Initiative

Sustainable commitment is not limited to certificates. A company's own environmental initiatives or self-developed environmental standards (non-certified in-house initiatives such as investments in machinery and working conditions under ecological aspects, energy-saving measures and reduction of carbon footprints, recycling, waste reduction, reduction of water consumption, reduction of polluting chemicals and wastewater, Green IT or photovoltaic systems) make it clear that companies campaign for a lasting, good cause.

Category 5: Social Initiative

Here too, sustainable commitment is not limited to certificates. A company's own social initiatives or self-developed social standards (cultural, social and additional health-promoting offers for employees, practiced diversity, inclusion as well as social commitment and cultural commitment for a community/region and/or charitable involvement, donations or aid projects) make a substantial contribution to active sustainability.

Category 6: Sustainable Product

Product responsibility is one of the core competences of sustainable corporate management. Many laws govern the responsibilities of distributors concerning the quality and safety of products. Responsibility beyond statutory requirements is a significant recognition feature of sustainably oriented corporate policy. Environmentally friendly production and the use of resource-saving, recyclable materials is the order of the day. The PSI Sustainability Awards recognise this product-based concept.

Category 7: Sustainable Campaign

An increasing number of companies rely on well-organised sustainable marketing campaigns. However, what makes a marketing campaign a sustainable campaign and what makes it different from a conventional one? One aspect among many is the carefully selected promotional product integrated into the campaign. With regard to the PSI Sustainability Awards, this means: A sustainable campaign is a marketing campaign in which an ecological promotional product is part of several coordinated communication and advertising measures.

Category 8: Sustainable Company of the Year

The company which was able to collect points in as many individual categories as possible with a self-responsible balance between economy, ecology and social issues, will also become the “Sustainable Company of the Year”. In concrete terms, this means that the winner of category 8 is derived by totalling the points achieved in the individual categories 1 to 7. A high frequency of certificates and awards, a transparent and convincingly documented diversity of social commitments as well as self-initiatives in economics and ecology are decisive.



Digital promotional vehicles continue to be on the rise. Particularly popular media such as USB, powerbanks and smartphone accessories accentuate the **playful handling** of the technology brought into a compact form.



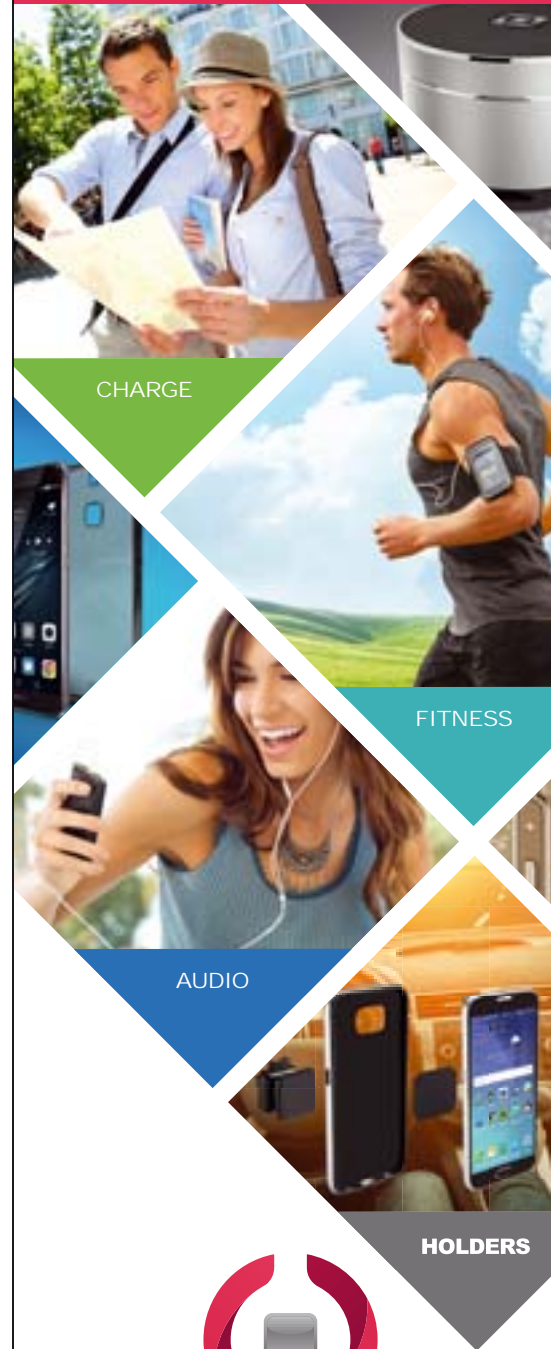
Full power in colour

Uninterrupted phone calls and surfing the Internet for hours? No problem with the "Top Energy" powerbank from Inspirion. The charging station enables an almost unlimited use of the mobile phone away from the socket. When the battery of the phone flags, the mobile charging station provides devices with new power. The power supply has a powerful battery with a capacity of 4,000 mAh. In addition, the powerbank has an input and output power of 5V/1 A: A powerful energy reserve when you are on the go. The powerbank is available in 5 colours.



Smart accessories

Smart accessories for smartphones and tablets are marketed under the umbrella of the Smrter brand of Klaus Stephan GmbH. The company started at the PSI this year and has been selling useful 2-in-1 tools as well as USB type C charging cables for keyrings. High availability, perfect service, flexibility and speed are not flowery phrases, but parameters that the supplier wants to be gauged by in the European promotional product industry.



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SMARTPHONE
& TABLET



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Optimally organized

Elegant on the outside – the solution for every business meeting: Eurostyle presents the multimedia folder in A4 format, an elegant accessory made of black Felina material. Featuring a classic look, it fits every outfit. Notes can be conveniently stored on the integrated writing pad. Thanks to its height of 3 centimetres, this folder provides enough space for further documents and forms. The highlight is the adjustable iPad holder with a Velcro fastener. Each folder can be individually customised.



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Excellent

The innovative, multi-award winning XB2 powerbanks from the manufacturer Xtorm are available from Telco Accessories b.v. The award-winning series consists of three powerbanks, the Travel, Explore and Discover, with which mobile devices can be charged at any time regardless of location. The innovative backup batteries are made of high-quality materials and have a capacity of 6,700 mAh, 10,000 mAh and 17,000 mAh.

Leather as a passion

Eurostyle's new briefcase and laptop bags are perfect for organising your working week. The two models from the Ravenna collection appeal as high-quality business accessories with an elegant design. They are made of the finest cowhide. The bright decorative seams in combination with the stainless-steel zip fasteners and metal applications create exclusive accents. The sophisticated inner pockets ensure an excellent organisation of all important essentials or a laptop.



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Potent device

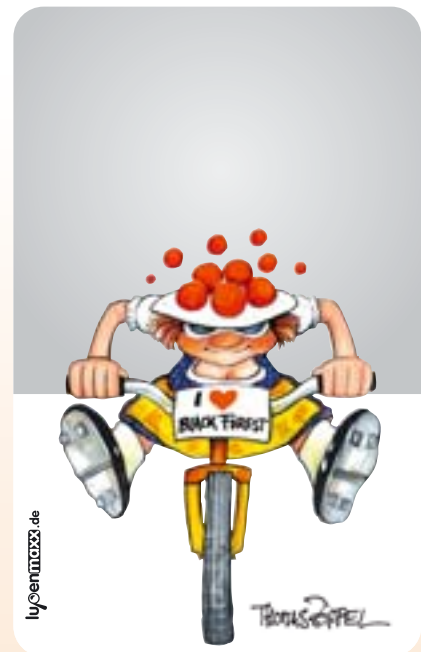
The EasyGifts range includes a powerbank called "Bluefield". The potent aluminium device with a charging capacity of 2,200 mAh, charge indicator and USB charging cable is finished by laser engraving. The engraving stand is centred on one side. The powerbank is supplied individually packed.

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All-rounder

The designers at reeko have christened their 4-in-1 universal cable for smartphones and tablets Kabello. The most important message: the multi-talent is ready for the new USB-C standard! Connections from USB to mini-USB, micro-USB, USB-C are no problem as a detachable lightning connector is included. The cable is MFI certified. On request, advertising can be applied as desired. The product is packed in an individual box.



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www.buehring-shop.com
<https://www.psiproductfinder.de/de/products/568687>

Smarti protects and cleans

Bühring presents the brand-new smartphone case "Smarti" made of natural wool felt (according to Oeko-Tex® Standard 100). It is produced project-related in the customer's colour and is entirely "Made in Germany". The strong wool felt protects perfectly as it acts like a padding. The micro velour inlay cleans the display at the same time. Bühring recommends screen printing to apply advertising. The delivery time is approx. 4 weeks after sample and logo release, depending on the quantity and availability of the colour. On request, Smarti is also available in leather/artificial leather.



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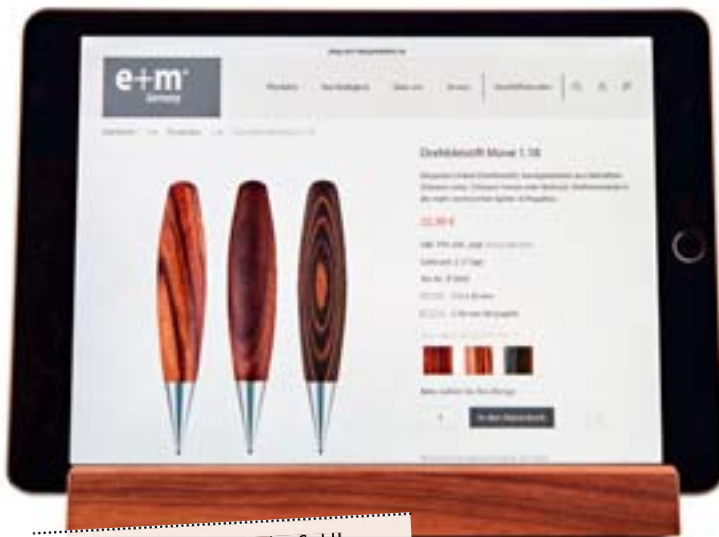
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TRIGON Deutschland GmbH

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



Always ready to hand

Many users of tablets always want to have their device within easy reach in the office or at home. To this end, there is a new solution from e+m Holzprodukte: the small Tablet Board with an amazing function. Many different models can be set up because there are two different widths in one product. The Tablet Board is made of solid walnut or oak, the surfaces are treated with natural oils. Personalisation can be carried out by means of printing or laser engraving, depending on the customer's requirements.



PSI 46095 • Lumitoys-GmbH
 Tel +49 2331 3775450
 info@lumitoys.de • www.lumitoys.de
<https://www.psiproductfinder.de/njayzj>

Data flow as an eye-catcher

The Lumitoys USB cable with the sequential light effect enjoys great popularity as it makes current and data flow so to speak "visible" and is thus an absolute eye-catcher. During charging, the light passes through the cable; when the battery is fully charged, it goes out. As with any USB cable, the cable can be used not only for charging but also for data transmission, and of course with an appropriate light effect. The USB ports are available on micro-USB or optionally with a lightning adapter, and are also suitable for an iPhone and iPad.



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

Luminous advertising

With the Metmaxx® charger of the Logo series, Spranz is selling a new powerbank series with an illuminated logo surface. This allows a customer logo or slogan to be presented optimally and very impressively. The application is carried out by means of printing or laser engraving, whereafter the logo then illuminates. The Logo series 3up has a capacity of 3,000 mAh, the Logo series 5up offers 5,000 mAh.



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

Green storage space

50 per cent of the housing of the Boomerang VG-FULL USB stick consists of plant fibres, i.e. a renewable and environmentally friendly material. This reduces the need for fossil resources. The removable 60 x 13 x 10 mm large memory stick is available in capacities from one to 32 gigabytes and can be enhanced by pad printing.

Adventskalender, die es in sich haben



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www.karlknauer.de

Waterproof

With this waterproof silicone cover from Global Innovations, moisture can no longer harm a mobile phone. On the contrary, you can even take the good piece with you in the water; thieves at the beach or pool thus have no chance. The silicone sleeve is supplied with a practical fabric chain which can be used to hang the mobile phone around your neck. And best of all, customers are always accompanied by advertising!

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



Personal secretary

Private, Koziol's small organiser, organises the daily routine in the office and at home like a personal secretary. With its compact dimensions, it fits on every desk, on the sideboard in the corridor or on the bedside table. It arranges all important things like keys, glasses, remote control, USB stick, pencils, eraser or paper clips. At the same time, it presents itself in the vertical as a universal holder for the presentation of, for example, computer tablets, cookbooks, photos or postcards.

PSI 47406 • koziol » ideas for friends GmbH
Tel +49 6062 6040
incentives@koziol.de
www.koziol-incentives.de
<https://www.psiproductfinder.de/mzhmm>





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

“Battery empty” is a thing of the past

The USB charging adapter with the sonorous name Lightly from the company elasto form puts an end to empty batteries, which in times of smartphones, tablets and constant accessibility represent one of the biggest annoyances. Weighing just 90 grammes, this slim helper belongs to the lightweights of its kind. At the same time, it stands out with its large storage capacity of 3,000 mAh. Lightly is available in the colours blue, red, black and white and can be printed by pad and /or screen printing as required.

-Advert-

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PSI 45651 • Jutamo GmbH
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 info@jutamo.de • www.jutamo.de
<https://www.psiproductfinder.de/njuwmj>

Smart wallet

This wallet from Jutamo not only safeguards your money, but it is also smart! Often, a simple notepad is no longer sufficient for all the data you need to remember and edit later. At Jutamo, there is now an alternative because with the USB stick's built-in clip for the wallet, for example, customer data can be easily stored quickly and securely. The USB stick is always where the wallet is. An ideal gift for employees who often need to take along data "out in the field" or simply as a promotional gift.

Advertising while charging

Cablicon – this is the (promotionally) strong cable for charging and syncing smartphones, tablets and much more from the product innovators of the company Ideenhütte. The customer logo is implemented on the PVC grip in a 3D look and is suitable for Android and Apple devices. The charging status is displayed by means of LED lighting in the logo and thus advertises at the user each day.

PSI 49925 • Ideenhütte GmbH
 Tel +49 7237 4839752
 office@ideenhuetten.de • www.ideenhuetten.de
<https://www.psiproductfinder.de/zji2y2>



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Carstensen Import-Export Handelsges. mbH
Tel +49 4106 7995070
info@reeko.com • www.reeko.com
<https://www.psiproductfinder.de/ymnmng>

Doppeltes Lottchen

Hinter dem Artikel 40048-2 von reeko verbirgt sich eine Powerbank mit Visitenkartenetui, die auf den Namen Manager getauft wurde. Die praktische Kombination aus 2.500 mAh starker Powerbank und Aufbewahrung für Visitenkarten kommt in Echtleder-Optik daher und hat die Abmaße 96 x 65 x 15 Millimeter. Die Lieferung erfolgt im Einzelkarton inklusive Micro-USB-Ladekabel.



PSI 49337 • Aiia LLC • Tel +380 445 808800
sales@enjoy-aiia.com • www.enjoy-aiia.com
www.psiproductfinder.de/ntcyzj

Gesucht und gefunden

Mit dem Find-E von Aiia wird die Suche nach einer verlegten oder verlorenen Sache zum Kinderspiel. Der nach Aussage des Lieferanten „intuitivste und zuverlässigste Tracker, der derzeit auf dem internationalen Werbeartikelmarkt zu finden ist“, lassen das Auffinden von wichtigen Dingen wie Portemonnaies, Schlüssel oder Reisetaschen zum Kinderspiel werden. Was Find-E von ähnlichen Geräten unterscheidet, ist die austauschbare Batterie mit einer Lebensdauer von neun Monaten und die super-intuitive Software, die jeder ganz einfach bedienen kann.



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

Lediberggroup

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PSI 40823 • Klio-Eterna Schreibgeräte
GmbH & Co KG • Tel +49 7834 9730
klio@klio.com • www.klio.com
<https://www.psiproductfinder.de/odaxyj>

Always at hand

Beyond the wall socket, the Power+ 2200 powerbank from Klio-Eterna offers sufficient charging capacity for smartphones and the like. The device is equipped with an innovative battery and a charging volume of 2,200 mAh. In addition, the IQ+ Power Management System and the IQ+ Guard system, designed for maximum charging speed and safety in terms of overheating and surge voltage, provide safety that many people underestimate and is not offered by other powerbanks. The integrated LED ring illuminates when it is ready for operation and is available in 14 trendy, transparent colours.



Perfect companion

USB, micro-USB and an additional lightning adapter: The three common connection possibilities of the CBL01/BK Walker adapter tool from Troika prevent any frustration when charging. It always fits when it comes to charging and transferring data in digital life. Comforting for fans of the brand with the i in front of the phone, pad or pod: The attractive Walker is MFI-certified and thus officially released for mobile devices from Apple. The case is made of high-quality aluminium in black, silver or red.

PSI 46311 • Troika Germany GmbH
Tel +49 2662 95110
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<https://www.psiproductfinder.de/mmrhyw>



PSI 41462 • Spranz GmbH
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www.psiproductfinder.de/zjqxnt

Well positioned

At Spranz GmbH, a mobile tablet and mobile phone stand can be ordered with the Metmaxx® MiniMulti2Go. The compact, user-friendly and practical tool for the mobile phone or pad is easily plugged into a headphone port which is then dust-protected. The pull-out spiral cable allows easy operation of the touch screen (touch point tip) or the cleaning of the screen (micro-fibre cleaning pad) – great extras including a fold-out holder. Thus, for example, films can be watched when you are on the go or a mobile phone can be set up. The product is delivered in a poly bag including a design card.

First aid for wet equipment

The iRescue Kit from bizness enabler is a first aid kit for smartphones, iPhones, iPods and digital cameras of other devices that have been in contact with water or similar liquids. According to the supplier, the iRescue bag extracts moisture from affected devices and restores their functionality in 95 per cent of the cases. Thanks to a proven dry holding technique, the device is intact again after only four days. The kit can be used several times.



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



PSI 49515 • Pixika Deutschland GmbH
Tel +49 681 95264020
info@pixika.de • www.pixika.de
<https://www.psiproductfinder.de/ngflmg>

Data always at hand

With the "Iron Silicon", the USB stick with one's own data is always close at hand. The 3 rings and the USB stick of this original carabine keyring can be individually removed as required. Attractive and sturdy, the Iron Silicone is the perfect advertising vehicle for advertising communication. A corresponding message can be applied with laser engraving. The USB stick with 2 to 32 GB storage space is available in 7 colours.



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

Connecting talent

Thanks to sophisticated technology, the new UNISwitch is a real “connecting talent” and also ensures technically sophisticated promotional effectiveness when using a wide variety of device formats. This combination of high-quality charging and data cable connects diverse variants with four cable combinations to various USB, micro-USB and lightning connections. This ensures maximum flexibility and compatibility, and even works between two (OTG-enabled) mobile devices thanks to the latest technology. In addition to individual gift wrapping, the micx professionals can also integrate individual branding on the case for a promotionally effective appearance.

Hygienically perfect

Dirt and bacteria on mobile devices are normal, but they can also become a problem. The spray cleaner from Nestler-matho GmbH ensures hygiene – spray on, wipe, finished. The content is sufficient for about 500 applications. The set is delivered in individual packaging with a viewing window. An advertisement can be applied by printing or doming.



PSI 41816 • Nestler-matho GmbH & Co. KG
Tel +49 7221 21540
info@nestler-matho.de • www.nestler-matho.de
<https://www.psiproductfinder.de/zwrhzz>





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

Energizer on the go

The promotional product all-rounder Macma is offering a powerbank made of plastic with a capacity of 2,200 mAh, charge indicator and USB port for a smartphone/tablet. The company can print the desired promotional motif directly on the powerbank – on request also multi-coloured and full-surface.



PSI 48108 • KMS Kafitz Medienservice GmbH
 Tel +49 2234 99080
rk@kms.eu • www.kms.eu
<https://www.psiproductfinder.de/nzezmw>

Mobile power

With the Heju Trave mobile charger from KMS Kafitz, a certain degree of independence from the power socket can be given away. Whether it be at a departure terminal, at conferences or in the event of a power failure, the practical „battery-to-go“ supplies digital devices such as smartphones, Mp3 players and other electronic helpers with mobile power. With dimensions of 95 x 20 x 20 mm and a weight of only 71 grammes, Heju Trave is the perfect companion when you are on the move. The tool also has an impressive look with high-quality optics and a loading status display. Advertising is applied by laser engraving.

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

Digital and analogue

Using a USB stick as a promotional ambassador has already proven itself in the digital age, but combining it with a high-quality stamp “Made in Germany” is the special highlight for companies that attach importance to the extraordinary. Heri-Rigoni’s “USB Stamp&Touch Pen – 3-in-1” consists of an 8 gigabyte USB stick, a soft rubber tip for use on touch surfaces as well as the proven precision stamping technology of the company. For individual advertising, this gadget is laser-engraved or pad printed, which puts the company logo in the right light. The product is individualised by the option to individually label each stamp with a desired text and to then send it anywhere in the world. Delivered in a high-quality gift box, the USB Stamp&Touch Pen is the perfect gift for the digital world, combined with the feeling of placing a stamp under a written text.

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

Power bank with a pocket

This is a power bank with a pocket, where you can put a cable or earphones, which is so convenient. Power bank is covered with soft TPU shell, that not only looks good, but also protects the gadget against drops or scratches. Together with a leather cable it looks like a perfect business gift of premium class. It is a super high-speed dual USB output power bank that provides both quick charging of your smartphone and fast recharging of the power bank itself. It is equipped with an intelligent PCB board and high quality lithium battery protected from over charge, over current and short circuit by a built-in auto circuit cut. Without doubt, it is a thought-through gadget designed for people who care about their image and value time.



PSI 47145 • BEMAG Behrendt Marketing Group • Tel +49 841 93120-75
hello@fixxo.net • www.fixxo.net
<https://www.psiproductfinder.de/mtjmmd>



Keeps what it promises

The fixxo universal motor vehicle mobile phone holder, which was awarded the prestigious PSI FIRST Award, ensures safe storage of a smartphone in the car. Thanks to its patented retaining claw, it fits into the ventilation grilles of all popular vehicles and, thanks to its pull-out, spring-loaded support arm, holds smartphones of all sizes. Specially designed for the promotional product market, the fixxo offers all conceivable individualisation options and has a large advertising space. It is available in 12 colour combinations at no extra charge, individual colours are available from 1,000 pieces. The front panels made of plastic, aluminium, leather or wood enable advertising to be applied using pad printing, digital printing, laser engraving or blind embossing. The high-quality finished fixxo is delivered in elegant gift packaging which can be individually designed starting from 250 pieces. Distributors receive free samples.

The print is crucial

The Reflects-Apison charger is designed to provide input and output current of 1A (max), input and output voltage of 5.0V DC and 2,500 mA to get devices running again. What makes it special is that it can be individually printed with Reflects UV print. In this printing process, ink does not dry in the air, but is cured by ultraviolet light. Photorealistic motifs appear brilliant, dense or velvety, depending on the motif. Text appears clear and distinctly legible. The prominent advertising space of a simple powerbank quickly and uncomplicatedly thus becomes a high-quality personal approach.



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

Versatility in small package

Goodram A020 (All-in-One) om Wilk delivers versatility by providing functionality of few devices in one solution. A020 is a card reader with USB 2.0 and micro USB connectors. This enables to move user's data between PC, laptops, smartphones, tablets, digital cameras, drones and many others. By using multiple interfaces, Goodram A020 is the perfect solution for users who would like to transfer data between many of their devices without any limitations.

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



For wireless grill pleasure

A further innovation from Weber® is the iGrill™ system for perfectly measuring the grilling temperature. With the iGrill2™ Bluetooth thermometer, grilling becomes child's play. Thanks to the quick installation, you can enjoy great features and functions after only a few minutes: connection possibility for 4 temperature sensors (2 included), temperature notifications, diagrams and much more. The thermometer displays the progress of the grilling process by means of a 4-colour spectrum and an illuminated LED temperature display. This enables the lid of the grill or smoker to remain closed to achieve a perfect and desired grilling result.

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Die Markenvertretung
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Full house at ztv Logistik

The logistics service provider ztv in Krefeld Fichtenhain took part in the International Day of Logistics for the second time and gave pupils and students in the region the opportunity to take an exclusive look behind the scenes in the last week of April 2017.

The event was launched by the German Logistics Association (BVL) in 2008 and is held annually. The decision to participate in the International Day of Logistics for the second time in a row was not difficult because last year's event was a resounding success. At the beginning of this year, the International Day of Logistics for schools and universities in the region was actively promoted by ztv. The result on 27 April: 85 satisfied and happy participants. In a presentation, the pupils and students first learned more about the ztv corporate group and then received information about the daily tasks at ztv as well as about the professional opportunities at the company. During a tour through the halls, practical examples were demonstrated. Finally, the participants were given the opportunity to pick and pack their own package.

ztv



Looking for specialists

On this day, several students also took the opportunity to conduct a short job interview with HR staff at ztv. Due to the steady growth of the company, ztv is constantly looking for specialists for various sectors. The International Day of Logistics was a good opportunity to talk directly to several interested parties and ztv Logistik was entirely satisfied with the day. Ralf Heller, Logistics Manager: "The International Day of Logistics is a great way to present ztv Logistik as an attractive employer in the region and to convince potential employees directly at our location."

During a tour through the halls, practical examples were demonstrated.



The participants were allowed to pick and pack their own package. The day would have been incomplete without a group photo with the completed packages.

About ztv

ztv Zustell-, Transport- und Vertriebsgesellschaft mbH & Co. KG evolved from the logistics departments of two press wholesale distributors in 1997. Since its spin-off, ztv has taken over the logistical functions for Presse Keppel and has also successfully offered its services on the market. Customers from various industries put their trust in the reliability and performance of ztv. A team of about 150 employees takes care of customer's needs. Using a modern warehouse management system, all ongoing processes are optimally displayed. By means of interfaces, different customer systems such as SAP and online stores can be integrated. From incoming goods to warehousing, picking and packaging to delivery, ztv offers its customers the complete logistics service tailored to their individual requirements and needs. The spectrum ranges from regional solutions to international shipping including customs clearance.

www.ztv-logistik.de



Obituary

Industry mourns the loss of Hans Michael Höhner

The promotional product industry mourns the loss of Hans Michael Höhner who died unexpectedly on Sunday, 9 April 2017 at the age of 57. As managing director and owner of the company Klio-Eterna, he steered the fortunes of the Black Forest company for many years.

Hans Michael Höhner was born in Zell am Harmersbach on 2 December 1959 and took over his father's business in 1987. Aside from his calm and humorous manner, he was well-known for his sympathetic ear when it came to the concerns of his employees. Despite his arduous and stressful daily life as a managing director, he always had time for a friendly conversation or a joke with his staff.

Hans Michael Höhner was a person who liked to laugh. This is also echoed in the message of his staff: "We are not only losing a boss as a result of his death, but above all a friend and wonderful person!"

The company Klio-Eterna will continue to be run by Ms Edeltraud Syllwasschy in a manner reflective of his wishes.



"Friends of Promotional Products" established

This year's corporate seminar for promotional product distributors took place on Mallorca from 30 March to 2 April 2017. The seminar programme addressed the challenges and opportunities of digitalisation in the promotional product market. Automation options for booking transactions in accounting were a key issue. This year, too, the focus was on exchanging information within the industry and discussing current trade-related issues. In addition to the seminar and excursion programme, the participants formed a special interest group. The "Friends of Promotional Products" was established "to ensure that solely independent promotional product distributors can continue to work together and personally in the interests of the industry". Until 2015, the seminar had been organised by bwg (German association of promotional product consultants and distributors), but since the merger into the unified association GWW, it has been organised by Joachim Schulz, the Managing Director of absatzplus, and will be held for the third time next year – probably from 22 to 25 March 2018 at Hotel Bendinat on Mallorca again. Interested promotional product distributors are welcome to participate in the event. Contact:

Seminar for distributors

www.absatzplus.com



Maik Tuschen, head of digital printing/preprint at Geiger-Notes, spoke about the strengths and weaknesses of offset and digital printing.

Geiger-Notes

How quality develops

Geiger-Notes recently invited customers to a workshop on the topic of "quality" at the production site at its company headquarters in Mainz-Kastel. Over 50 customers accepted this invitation. Geiger-Notes is intensively involved with the topic of quality management. As a specialist for calendars, notebooks and sticky notes, a specifically appointed quality manager together with the entire team have put processes and documentation to the test, established standards and dispersed with many antiquated concepts since last year.

An exciting task that affects all business divisions and which Geiger-Notes dedicated its customer workshop to this year. Over 50 visitors came to Mainz-Kastel to answer questions such as: What is quality? How can it be continuously improved? How does one recognise quality in printing and embossing, and where does industrial production sometimes reach its limits? And finally: How do digital processes help us to increase the quality of consulting and service? During the subsequent works tour, the guests were able to see how theory is implemented in production in a practical way. www.geiger-notes.ag

Personal data



New Head of Marketing

PromoNotes has a new Head of Marketing. **Izabela Jaskólska** has joined the company in April 2017. For many years, related to the advertising industry, she has gained experience in marketing teams management in Polish and international companies. She

PromoNotes

will be involved in the development and implementation of the marketing strategy of the PromoNotes company. www.promonotes.eu



More service – more quality

Lediberg strengthens its field service. "With **Rainer Stoll**, who has been working in sales for more than 10 years and previously worked at C. Josef Lamy GmbH where he was responsible for field service in the South region, we have managed to gain an industry specialist," says Jörg Wardau, Sales Manager at Lediberg. He is responsible for the

Lediberg

South region of Germany. www.lediberg.de

Karin Mansard takes over the reins

Karin Mansard, better known in the industry as Karin Lindenberg, now holds the decisive reins at Mansard Werbemittel following a friendly takeover! On 1 February

Mansard Werbemittel

2017, she was appointed Managing Director of the long-established Bad Soden-based company. Last Easter Saturday, she put an end to the stubborn rumours following her marriage to Florian Mansard. Karin Mansard is responsible for operational activities and new business, while Florian Mansard is responsible for finance and strategy. The PSI and the editorial staff of PSI Journal heartily congratulate the newly married couple and wish them the best of luck as well as success in their private and business relationship.





Jansen Verkaufsförderung

There was plenty of time for new products and in-depth advice at the “Promotional Products Spring” held by Jansen Verkaufsförderung.

Ring in “Promotional Products Spring 2017”

In early April, Jansen Verkaufsförderung, based in Mülheim an der Ruhr/Germany, extended an invitation to the annual in-house trade show in its own showroom. Under the motto “Promotional Products Spring 2017”, sixteen exhibitors presented new products and special campaigns at the trade show. A total of 140 visitors from 90 companies took up the invitation. Interested advertisers came from the greater Mülheim area, as well as from Cologne, Bonn, Berlin and Flensburg. “Spirits were high and many interesting talks were held in a family-like atmosphere,” was the initial summary of Managing Director Torsten Jansen. The guests took time to inspect the new products and take advantage of in-depth advice from the team of the promotional products service providers and its supplier partners. There was also plenty of praise for the excellent catering by “Der Holländer” from Mülheim-Saarn.

www.werbeartikel-jansen.de

Personala data

New key account manager

Gustav Daiber GmbH, a specialist in promotional textiles that distributes the James & Nicholson und myrtle beach brands, is introducing its new key account manager, **Armin Cyrus**. This thirty-year-old native of Leverkusen is coming to Albstadt with a great deal of experience in the promotional product sector. Most recently, he spent seven years as a key account manager at PSI. www.daiber.de

Gustav Daiber GmbH



Another addition to the B2B team

The market success of knife manufacturer Victorinox is due not only to its high quality of production, finishing and service, but supplying customers on time is also a significant factor. In this area, the B2B team has recently added **Michelle Breu**. She is assuming the position of traffic coordinator in order to help continue improving the adherence to schedules. www.victorinox.com

Victorinox



Training courses for tradespeople

Under the catchphrase “Experience STABILA live – measuring seminars for tradespeople”, STABILA Messgeräte Gustav Ullrich GmbH offers practical seminars which show tradespeople the right application of professional measuring tools. The training courses at the company headquarters in Annweiler include competent, expert advice on working with spirit levels, lasers and distance measuring devices.

In theory and practice, participants learn how to perform precise measurements quickly, simply and in a time-saving way. Distributors of promotional products have the opportunity to invite tradespeople from their customers to these seminars. On request, STABILA will be pleased to provide you with an information flyer with a registration form. This can be requested via the website www.stabila-promotion.com. Interested tradespeople must register directly with STABILA. With this useful service, distributors of promotional products can support their customers with in-depth knowledge and introduce them to the quality tools of STABILA.

www.stabila-promotion.com

STABILA Messgeräte



STABILA Campus:

The seminar dates in 2017

- 7.7.2017
- 17.11.2017
- 1.12.2017

**PROMO
SWISS
AWARDS
2017**

GOLD

At the beginning of the year, Sanders Imagetools presented its new DuoPack at the PSI 2017 for the first time. Scarcely on the market, the cosmetic bottle with two different fillings had already won the "Promo Swiss Award" as the "Promotional Product of the Year".

Prize-worthy new development

Clever combination

Clever cosmetic combination with promotional impact: the DuoPack.



Birgit Neyer, head of the Sanders Imagetool sales team, accepted the Promo Swiss Award in Gold.



"Gold" in Switzerland

The remarkable product was recently awarded the "Promo Swiss Award" in the category "Promotional Product of the Year". The coveted prizes were recently awarded at the PSF Forum, the trade show of the association of the Swiss promotional product Industry, Promoswiss. We spoke to Stefan Fleischmann, the Managing Director of Sanders Imagetools, about the extraordinary features of the DuoPack.

Mr. Fleischmann, what is so special about the DuoPack?

The DuoPack is a clever cosmetic bottle with two different fillings that complement each other with added value. Depending on the advertising message, there are many different marketing approaches to advertise with "Duo": Products with additional benefits, 2-in-1 solutions, value-added services, just to name a few. All this can be excellently implemented in communicative terms with the DuoPack.

Now to the "inner" values of the product: What is feasible here?

Numerous combinations are possible. Particular highlights are e.g. suntan lotion plus after-sun lotion, hand cream plus hand cleansing gel or shower gel with body lotion. The brand-new "Muscle Active Gel" combined with shower gel or foot balsam is also ideal for advertising for sports and outdoor activities. There are no limits to the imagination and the possible applications.

And how can this be promotionally implemented?

The new DuoPack is available from 500 pieces with a 4-colour label on the front and back. As a special highlight, you can choose between six different cap colours which smartly round off the DuoPack in terms of colour. <

The product innovation of Sanders Imagetool GmbH & Co. KG attracted a great deal of attention from the trade visitors at Europe's leading trade show for the promotional product industry in Düsseldorf at the beginning of the year. The patented DuoPack was developed by Munich-based Corpack for the cosmetic market. Corpack has entrusted Sanders Imagetools with the exclusive marketing of the packaging concept for the promotional product market. The specialists from Neutraubling have integrated the double pack into their existing range of cosmetic tubes and bottles and specially prepared the DuoPack with its filling and printing possibilities for the promotional product market.

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Smartphone holders, display protection films, Turbo Charge charging cables, Bluetooth speakers and much more: PF Concept now offers the complete mobile accessory portfolio of the Italian supplier Celly for the promotional product market.

Stylish accessories for smartphones, tablets and more

Celly is new partner of PF Concept

In the Smart Care product group, Celly impresses with smartphone cases made of genuine leather.



With the well-known retail brand Celly, PF Concept is expanding its range of products in this sector by offering numerous stylish products. Celly is renowned for its innovative and patented developments as well as its elegant, classic Italian design. The design of the products is well-thought-out and practical.

Smart Care and Smart Use

In the Smart Care product group, Celly impresses with smartphone cases made of genuine leather that not only protect the mobile device, but also provide space for several credit cards at the same time. The Italian company offers appropriate mounting brackets for the car in the Smart Use segment. Clamped onto a ventilation slot or attached to the windscreen with a suction cup, the smartphone becomes a navigation device. Cycling enthusiasts will also find a suitable mounting bracket for the handlebar in Celly's range.

Smart Charge

The Turbo Charge connectors from the Smart Charge segment are particularly innovative. The technology allows a quick recharge of the battery. Celly offers numerous charging cables for various devices and plugs for home or the car. In addition, the company also offers several powerbanks equipped with this technology.

Smart Audio

The fourth product segment is all about the clear sound of music and conversation. Smart Audio features stylish headphones in a trendy iPhone look in gold, silver and black. With a simple hands-free system, Celly also makes life easier for motorists: Attached to the sun visor, it ensures safe telephoning.

Very special opportunities

This is only intended to give a brief insight into the comprehensive portfolio of Celly, which in the future will be finished and marketed by PF Concept for the promotional product market. Customers of the promotional product supplier can access the entire popular retail range of the Italian company. All products meet the highest compliance requirements. Especially in the Smart Charge segment, Celly impresses with safety measures that are well above the standards of the promotional product sector. "A renowned retail brand like Celly offers very special opportunities for promotional products," says Ralf Oster, Managing Director of PF Concept. "The excellent quality and the Italian design ensure a very positive perception of the advertising company. And the big advantage: Mobile accessories are often at the ready and are used a lot." <

GIFT REVIEW

RUSSIAN TRADE MAGAZINE
for promotional gifts industry

AUDIENCE

- producers and suppliers, importers, distributors, wholesalers, retailers etc.
- advertising agencies, event agencies, communication agencies, corporate clients ordering gifts & souvenirs and goods of similar assortment



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They are an effective marketing tool and inspire customers and suppliers alike: The in-house trade shows of Werbemittel Ruppner. Lots of regular customers, a friendly, personal atmosphere and interesting conversations also marked the event in this anniversary year.

25th anniversary and in-house trade show at Werbemittel Ruppner

Individual advice is the name of the game

Industry



The entire team was involved in front of and behind the scenes: (left to right) Jürgen Ruppner, Ines Thorholt, Manfred Harbeck, Steffen Thorholt, Petra Ruppner and Nicole Rühlmann.

Everything revolves around the customer – this is not only true for daily business, but also for the in-house trade shows of the promotional product company from Braunschweig in Saxony-Anhalt. The annual events reflect the entrepreneurial style of the team led by Jürgen Ruppner and Steffen Thorholt: exhibitors and guests should feel comfortable in a friendly atmosphere and learn as much as possible about the latest promotional products during the product show. The promotional product consultants firmly believe that nothing can replace personal contact with customers. Their concept was a resounding success again this year.

Trends and innovations

Almost as a tradition, Ruppner had invited guests to the elegant Leonardo Hotel in Weimar to mark the company's 25th anniversary. A total of 102 visitors from 83 companies came to attend, some of them had even travelled long distances to obtain information about trends and innovations. There was plenty to learn about: the porcelain creations from Kahla, for instance, were much admired. Under the catchphrase "porcelain for the senses", the Thuringian company offers, among other things, write-on porcelain. "How does it work?" was certainly one of the most frequently asked questions which were answered at the

stand: a layer on which one can write, erase or wipe/wash what has been written is applied in certain places to dishes, plates or cups. An idea that gives space for creativity and communication and creates eye-catching promotional products. Also the touch! series with cups and mugs with a velvety soft surface finish in many bright colours not only offers pleasant haptics but also excellent functionality. This also applies to the “cupit” collection which appeals with a haptic grip zone and a non-slip base.

Storytelling is the motto

There was also a lot to see from the Italian calendar manufacturer Lediberg. For all customers who want to implement creative, individual solutions even in small quantities of 50 pieces, the company has the perfect offer with Power Branding Digital. The latest technology is applied directly to modern cover materials with impressive haptics. Thanks to a new high-end digital printing system with modern UV technology and matching design software, Lediberg meets all the high standards for finishing calendars and notebooks. Doming, spot varnish and blind embossing provide vibrant accents. The Pop Art special edition with individual illustrations and numerous motifs makes modern company communication easy to implement and effective. It was shown here that applying a logo onto the spine of a calendar is no longer sufficient. Storytelling is the motto, and there are inspiring articles in numerous product groups.



Focus on electronic products

There was no shortage of PC and digital communication accessories. At Vim Solution, there was a wide range to be discovered in this area, the focus being on the best-selling powerbanks and USB sticks. “Customers are mainly looking for innovations and special designs,” noted Frank Börschig, who was already attending for the second time. “The demands on powerbanks have changed. They are getting smaller because they should be at hand wherever you go if the battery fails. In addition, today’s models have more storage capacity.” VIM Solution has implemented this in its latest product generation. The Weimar-based specialist enjoyed great interest in USB sticks and powerbanks which are often used by companies in the manufacturing industry.

>>



Enthusiastic customers and satisfied suppliers – this was once again the tenor of the event in the anniversary year in Weimar.



**For the creative and spontaneous:
write-on porcelain from Kahla.**

Informal get-together, inquisitive customers

“A good product selection, minimal overlap of the assortments and just the right size”, is how Marco Hirsekorn from Halle rated the product show. He had already found his favourite product when we met him and his colleagues. Ursula Will of Lediberg is always impressed by the personal and informal get-together of exhibitors, customers and organizers. “There are always many inquisitive customers, including many regular customers. I always look forward to the interesting conversations and the cordial atmosphere at this event.” Tobia Buchmann of STABILA Messgeräte has also known the trade show and many customers for many years and is always delighted to be there. He has high praise for the hosts: “Jürgen Rüppner is a very dedicated and pleasant business partner with whom we have been successfully working for a long time.” He is just as positive about the trade show as his exhibitor colleagues: “Well attended, the customers take the time to obtain advice and are open to new ideas.” The embroidery demonstration at the Jura Textil stand appealed to everyone who wanted to learn more. Directly at the machine, Ulrich Mehl, his colleague Christoph Münch and embroiderer Inge Wiech explained to customers as well as suppliers how embroidery finishing actually works. Jura Textil received a great deal of recognition for personalised anniversary towels. The Böhme und Töchter von Saale und Unstrut winery provided a regional flair.

Individual and personal from the outset

On the previous day, the exhibitors and the Werbemittel Rüppner team got in the mood for the trade show with a cosy evening and fine Italian wine. This evening also be-



**Even during the snack in between,
promotional products still took centre stage.**

longs to the tradition and underlines the long association of exhibitors and organizers: Almost everyone attends and feels comfortable among colleagues. The fact that personal relationships and individual communication were part of the company’s core values right from the start was also mentioned by Managing Director Steffen Thorholt, who, in 1992, together with Jürgen Rüppner, founded one of the first promotional product companies in the newly-formed German states. “Even though the platforms and the markets have changed, the basic structures of promotional product distribution have remained relatively unchanged. After all, anyone who really has an interest in promotional products and long-term business relations will go through the promotional product trade,” says Thorholt convincingly. Although he is now concentrating on coaching athletes, he is still fascinated by promotional products.

Trustful cooperation

“We have received a lot of positive feedback from both customers and suppliers, and are proud and grateful that many of our partners have accompanied us for several years, and we value the trusting and cordial cooperation,” says Nicole Rühlmann from the Rüppner team. And Jürgen Rüppner adds: “What can be more splendid than enthusiastic customers and satisfied suppliers?” <

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are the salt in the soup of life.
They are **community-creating**
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ideal opportunities for well-
placed promotional products.



Classic snack

Popcorn by B&B Promotional Sweets is a classic snack – delicious and addictive – with an ideal proportion of salt. The practical foil package contains crispy popcorn grains. The product is ready to eat, no further preparation is required. Topcard and the bottom box are fully customizable with PMS or CMYK promotional print allover. Popcorn is available in two flavours: salty and butter. Shelf life: 6 months. Minimum order: 400 pieces.



The countdown tastes good

The greatest pleasure lies in anticipation – especially with the “Smallest Event Calendar in the World” – as Kalfany Süße Werbung rightly boasts. It fits into every bag, weighs only 32 grammes and holds a small sweet at the ready every day. The blister can be filled with soft Pulmoll pastilles or with colourful, delicately melting chocolates. If there is a special event in 24 days, this blister can be used to start an effective, individually coordinated countdown. Kalfany Süße Werbung manufactures the mini calendars in IFS-certified production.

perfect giveaways

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Smarter advertising vehicle

Whether it is a trade show or an event – with small give-aways, such as Reidinger's custom-printed pencil, advertising support can be drummed up particularly well. In addition to the pen, the Hammelburg-based supplier offers a practical 3-in-1 package which can be designed both individually and elegantly. Thanks to the clear cover, the insert and the pen are clearly recognisable. A business card of a personal contact person in an extra compartment on the front completes the offer.



Clearly recognizable

Who? When? Where? – These basic questions are asked by every event planner to organize the different admission rights. The identity card cover has proven its worth over many years and with a few tricks it becomes a real “organisation talent”. It is very easy to distinguish admission rights with coloured accents. This can be done on the identity card cover itself – as a colour strip or imprint, on the lanyard or a personalised print inset. The plastics specialist Siplast offers identity card covers in various formats and designs. In addition, all articles can be printed as desired and packaged with suitable accessories such as identity card clips, lanyards and print inserts.

LIFE IS A COLOURFUL JOURNEY!

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FESTIVAL EDITION

Flexible messages

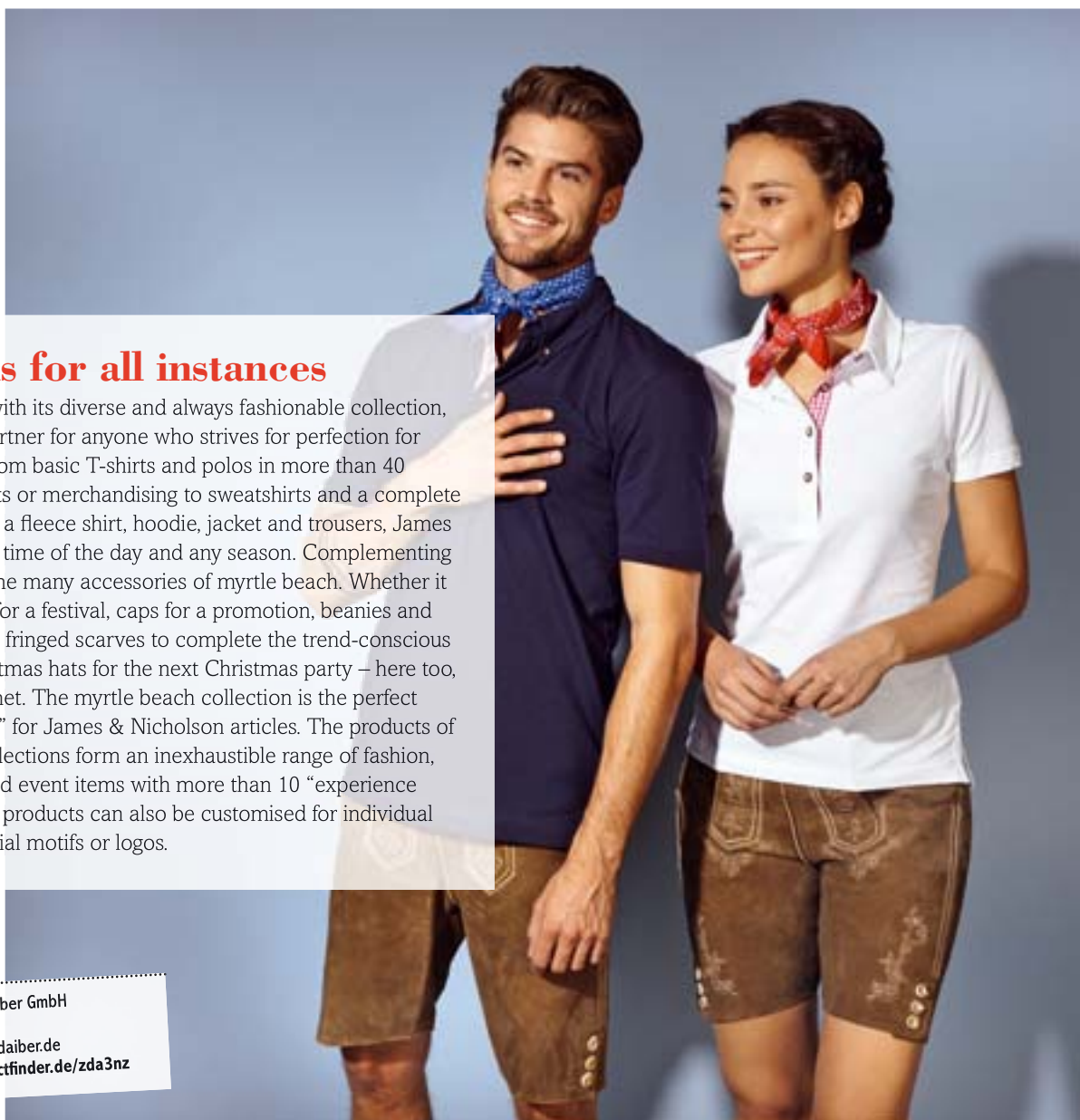
The Swiss company Chocolat Frey has recently announced a world-wide new product: under the name of myskai, individual text messages, photos, logos or symbols have been printed directly onto chewing gum dragées, for example as a promotional gift for the next trade show appearance, a company celebration, as a thank-you to employees or as a supplement for consignments. Various motifs and flavours are available.



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

Event looks for all instances

James & Nicholson, with its diverse and always fashionable collection, is the ideal contact partner for anyone who strives for perfection for their event. Starting from basic T-shirts and polos in more than 40 colours for team outfits or merchandising to sweatshirts and a complete ski outfit consisting of a fleece shirt, hoodie, jacket and trousers, James & Nicholson suits any time of the day and any season. Complementing the trendy styles are the many accessories of myrtle beach. Whether it be hats and bandana for a festival, caps for a promotion, beanies and scarves for skiing, fine fringed scarves to complete the trend-conscious looks or cheeky Christmas hats for the next Christmas party – here too, all requirements are met. The myrtle beach collection is the perfect “mix & match partner” for James & Nicholson articles. The products of the Gustav Daiber collections form an inexhaustible range of fashion, textile promotional and event items with more than 10 “experience worlds”. Of course, all products can also be customised for individual use with slogans, special motifs or logos.



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

Almost indestructible

According to the Adoma promotional product specialists who recommend the use of plastic cups instead of glass, plastic is a genuine alternative because it is sturdy, food-safe and easy to clean, even in the dishwasher. They always look good – partly with an appearance which cannot be distinguished from glass: large, small, attractive, colourful, crystal clear. Always printable, repeatedly reusable! Incidentally, if used properly, Adoma guarantees 500 rinses for its reusable cups.

Refreshing and healthy

Mineral, fruity, delicious – the Sport Drink from Römer Drinks refreshes and strengthens body and spirit with the typical taste of grapefruit and lemon. With this refreshment, vitamin and mineral levels can be replenished before, during or after a sporting activity. An advertising message on the tin label literally remains on everybody's lips. The stylish 250-millilitre slimline tin offers a large advertising space at a small price and it is completely deposit-free.



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<https://www.psiproductfinder.de/zjq3zt>

Attractive ad vehicle

If you are looking for an attractive promotional bag for parties and events, Joytex is the right choice. The popular shoulder bags made of PP non-woven material are perfect for all kinds of events. The pockets offer enough space for brochures or the like. With their long handles, they can be comfortably carried over the shoulder. Short-term delivery times are possible as Joytex has been working from its own screen printing shop in Rhede in Münsterland for 30 years. Up to six printing inks are possible.



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<https://www.psiproductfinder.de/n2uwy2>



Practical and feathery

Under the name Promotisch, the supplier Roll-up.Bayern offers a practical presentation table which is a must at any promotional event. The table is essentially made of aluminium, which enables it to weigh only 15 kilograms. On the outside, folding frames have been installed so that graphics can be exchanged quickly and easily. Sturdy wheels ensure mobility. The dimensions are 65 x 97 x 40 cm.

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www.fkm.de



Ideal for summer events

The popular Lollys from Chupa Chups in the four flavours of apple, strawberry, orange and cherry in the successful Lolly box are ideal give-aways for summer events such as concerts, open air cinema and sporting events. With five differently designed advertising spaces, the box offers advertising contacts for all target groups – starting from 500 pieces individually customisable in four colours. Information and samples are available from the Jung advisory team.

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

3-in-1

Are you ready for the World Cup 2018? This high-quality silicone football-themed charging cable is great for sports giveaways. It is a memorable and useful gift. The charger is compatible with iPhones and Android smartphones and other devices. It includes 8 pin, 30 pin, 1 micro USB and 1 standard USB plug.



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Shapely, practical, useful

Not only sports fans will be totally delighted by the new drinking bottle from Aiia. Its unusual design immediately catches the eye and its “inner values” make it an attractive promotional product. An integrated, replaceable carbon filter ensures fewer pollutants. A measuring scale shows how much water the user has drunk. As the manufacturer emphasises, the bottle is made of harmless plastic, for example BPA-free is guaranteed.

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Advertising on the same level

The Reflection sunglasses from Inspirion will look great on visitors at festivals and beach parties this summer. The glasses with the high-quality plastic frame offer perfect UV protection. The dark glass shade protects against excessive sunlight and spotlight. Fans and sun worshipers can thus enjoy concerts and the sun without having to squint their eyes. True eye-catchers are the mirrored glasses which are very popular. Advertising can be applied on the frame. The fashionable glare shield for sunny dispositions is available in four colours.



FRESH PROMOTION 2017



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CLEAR TIN

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mentos

mentos
GUM



MENTOS

GUM DUO

→ 70 x 60 mm

→ 1.5 g/piece



①



②



③

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Only the best ingredients

Freshtis – these are individual refreshment and cleaning cloths “Made in Germany”. CPS specialises in implementing individual advertising messages for refreshment and cleaning cloths for a wide range of industries even for small quantities. In the production of Freshtis only the best certified and dermatologically tested ingredients come into the bag. Customised product solutions and uncomplicated order processing enthuse CPS’s customers in the field of refreshment, disinfection, relaxation, surface disinfection, shoe care, cockpit cleaning, spectacle cleaning, etc. – in combination with a high-quality 4c digital print in photo quality.

Barbecue comfort

The lifestyle of outdoor dining belongs to the warm season with its festivals. With the new Weber® grill models and the appropriate accessories, no one has to forego taste and comfort. Genesis II® is the exclusive barbecue model series for any celebration, whether it be a wedding, birthday, anniversary or simply for no special reason. With its 14 models, this unique gas grill range makes every event a feast for gourmets. Two to six high-performance burners, the Gourmet BBQ System (GBS®) as standard, the GS4™ system for smoky treats and stress-free cleaning – it doesn’t get much better than this. Or for even greater comfort for outdoor gourmet pleasure, all eight Weber models of the Genesis II® LX series also offer side cookers as well as illuminated handles and control knobs.



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Individual trophies

Every year, a marketing festival called "Judgment Day" takes place in Croatia. The special feature of this festival is that a selection of 200 creative minds act as an online jury to award prizes in thirteen different categories, e.g. the best website, the best illustration or the best young talent of the year. These prizes are not given to teams, but to individual authors. In keeping with an event revolving around creativity, an individual trophy was also created. This is how the "Medal of Judgment Day" came about. These medals are produced by the specialist PES from solid metal by means of a casting process and finished in old silver. Each of the thirteen medals is connected to a textile element in a different colour combination. In addition, it is fixed by a magnet with an individual stand made of black acrylic glass which is individualised on the back by using scratch-resistant digital printing.



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Frothy possibilities

Enjoying beer at major events in stadiums, arenas, VIP lounges and festivals will become a special attraction with the original “Bottoms Up Beer (BUB)” dispensing system from the USA. Due to a higher filling speed during beer dispensing, queues are a thing of the past. The principle is simple and works extremely fast: Through an opening in the bottom of the special disposable cups, glasses and PP-reusable cups, the beer is filled from the bottom extremely quickly into the glass, which is then magnetically sealed. As a Bottoms Up exclusive partner, the glass specialist Rastal has developed a special glass with a filling volume of 47.3 cl (verifiable 0.3/0.4 l) as well as an optimised PP reusable beaker with a filling volume of 60 cl (verifiable 0,4/0,5 l) that ensure cultivated beer enjoyment even at large events. In addition, the special Bottoms Up beer glasses can be individually customised with the logo and name of the event. The glass and finishing specialist Rastal offers a variety of ideas and possibilities of unusual decoration techniques. With this concept, a further possibility for clever competition differentiation lies in the individually designed magnets which, after emptying the glass, are gladly kept by the visitors as souvenirs of the unforgettable event. The Bottoms Up dispensing system is compatible with all conventional refrigeration systems and circulating coolers and is very easy to operate.



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More exclusive

All festivals and events have one thing in common: passes. Plastic small or XXL passes from Polskie Karty are durable, waterproof and can be personalised. They are made in any size, for example with a punched hole for a lanyard. Colorful or plain, glossy or matte laminated, rectangle, square or round passes – they make all festivals and events more exclusive.



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psi@team-d.de • www.team-d.de
<https://www.psiproductfinder.de/zmvhnd>

Time to party

With the "Starlight" light stick, the eyes of the users will vie with the stick. Hardly any product is so much fun for all age groups. The foam stick for parties and events of all kinds is ultra-light, has 6 different flashing and colour changing functions (operated by a button cell), is completely harmless and lights and flashes for many hours. It is 40 cm long and can be promotionally enhanced on the protective film.



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<https://www.psiproductfinder.de/nzq2zj>

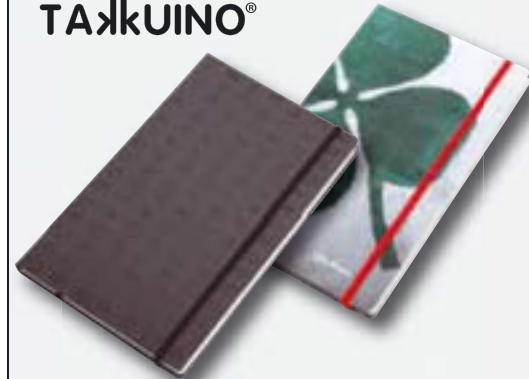
Simply refreshing

Ice Tea from Multiflower is a clever give-away for large and small events on hot days. A tasty and refreshing iced tea can be prepared with the pyramid bag. The recipe is printed on the card. The standard motif also offers enough space for an advertising message. The card can be customised from 250 pieces.



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www.dn-dinatale.it
dn@dn-dinatale.it

Creating a connection

Events are an excellent way to establish and consolidate relationships. Small tokens of appreciation support a promotion, especially if the advertising vehicle is suitable for daily use. Pins & mehr offers not only decorative pins in all variations for advertising campaigns but also a wide selection of low-cost give-aways for everyday use and an unmistakable promotional impact. Numerous finishing possibilities, which can also be combined with one another, are available for the perfect visualisation of advertising messages. As a promotional product specialist, Pins & mehr offers competent and personal customer advice.



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



Perfectly equipped

Passionate festivalgoers know that you have to be prepared for everything – rain, sun, injuries, noise and much more. PF Concept supplies the right products. With the Luke Sabre flashlight, party people not only find their way in the dark, but the flashing light also sets an optical accent. With the Ziva one-way rain poncho and the Miami sun visor with sunglasses, you are well prepared for any weather. The Squat wristband offers a safe and stylish storage for money, keys and other small items – therefore nothing interferes with the dance moves!

PSI 40660 • PF Concept
Deutschland GmbH • Tel +49 2822 9600
contact-dach@pfconcept.com
www.pfconcept.com
<https://www.psiproductfinder.de/owi4zg>



PSI 48449 • Der Zuckerbäcker GmbH
Tel +49 7131 8996146
werbeartikel@der-zuckerbaecker.de
www.der-zuckerbaecker.de
<https://www.psiproductfinder.de/ode2nz>

Delicious grill charcoal

The edible barbecue charcoal in a charcoal bag is the must-have of the barbecue season. An item to guarantee cheerful moments – because the foam sugar balls look not only like charcoal briquettes, they are also perfect for roasting over the grill or fire. Of course, they are also a sweet treat when they are not grilled because they taste like wonderfully soft cotton candy, sweet vanilla: simply frothy delicious. The labels on the front and back are individually finished in 4c digital printing. And the minimum order quantity is only 100 pieces.



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Minibricksworld Inh.
eMail: sales@tico-brick.de
www.tico-brick.de

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promotional bottles

www.bottlepromotions.nl | joy@tacx.nl / carl@tacx.nl



Fancy summer

The promotional fan for hot days or the cup holder from non-food promotional product specialist emotion factory are the perfect companions for spontaneous grills in the park or the next visit to a stadium. The cup holder and promotional fans offer lots of space for individual advertising messages as the entire surface can be printed individually. Both products are produced in Germany and thus follow the trend in the promotional product industry towards sustainable and regional production.

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



Cool naturally

Exclusive to the assortment of the specialists at Römer Präsente are the ingenious changeable wooden products from Rackpack. The wooden crate can easily be turned into a chic wine cooler by opening the magnetic handle. A cork layer inside keeps a chilled bottle cool for at least 90 minutes. The black-matte bottle of dry champagne cuvée is included.

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

Celebrating outdoors with chic and fun

When it is hot outside, a light straw hat is always welcome. The cool Panama straw hat BWC1578 from Boomerang is supplied, as standard, with a white ribbon which can be designed with digital transfer printing or photo sublimation with every conceivable motif. The hat also acts as a sign of team spirit among those celebrating. Companies, sports clubs or guests of a happy family celebration – smart hats for everyone are always popular on such occasions. The Panama straw hat is produced in Europe and, thanks to its naturally renewable raw material, it also contributes to the concept of sustainability.



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



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

MiniFeet go event

Events need a common thread. And to ensure this all the way to a successful give-away, mbw® has a really cool collection of accessories for its popular MiniFeet® series. FIFA World Cup, funfair, trade show, promotion ... or brand ambassador: Thanks to the appropriate finishing, every mbw® Style of Keylook becomes a success. The cuddly, sweet gang of Bodo Bär & Co. like fashionable accessories and outfits. Jerseys, leather pants, dirndl or shirts in 12 striking colours and sizes from super small to XXL as well as various scarves: you will surely find the ideal style for every occasion. The emotional combination of a cuddly hero and event-oriented look is simply unbeatable.



PSI 46095 • Lumitoys-GmbH
Tel +49 2331 3775450
info@lumitoys.de • www.lumitoys.de
<https://www.psiproductfinder.de/njayzj>

High spirits guaranteed

If you are looking for a highlight for your event, the products of Lumitoys GmbH are the right choice. A guarantee for high spirits are, for example, wristbands with a light, whether with a shock activation, sound control, simple flashing function or as a glow-in-the-dark article. Particularly popular in the hot season are the LED fans with individual messages. New here is the option to display the text in different colours. For all those who would like something louder, different sorts of clapper bars are available, inflatable or made from PU foam, naturally all with a light.

Long running bath fun

Bath ducks such as those in the assortment of Chaps Merchandising GmbH are an absolute highlight for every fan. Due to the individually designed motifs, the cheerful cleanliness companions are perfectly suited as exceptional advertising vehicles for all sectors. No matter whether it be logos, articles or images, the designers at Chaps can create free layout proposals for the customer. This ensures long-lasting advertising.



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

Mobile acoustic marvel

The waterproof Gecko Sound Square loudspeaker from Telco is not only sturdy and compact, it also delivers a surprisingly pure sound. In addition, it is very practical, for example, the small acoustic marvel can be attached to a rucksack, clothes or a tent by means of snap hooks. Via Bluetooth, music can be played from all conventional music sources. A supplied micro USB cable is used to connect to an electrical socket for quick charging.



PSI 47525 • Telco Accessories b.v.
Tel +31 30 6354800
info@telco-acc.com • www.xtorm.eu
<https://www.psiproductfinder.de/mwewmt>

www.iena.de

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In
Kooperation
mit:



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.

15 years Kubki.com.pl

Expertise in the area of promotional mugs



The company founder and owner Robert Wolnik.

In 2002, Robert Wolnik founded Pro Media and purchased the first ceramic kiln. The initial success was not long in coming as the company signed a contract with the national telecommunications provider for products for the Winter Olympics in Salt Lake City.

Steady growth

From the outset, the main business of Pro Media has focused on the decoration of mugs and cups made of ceramic, porcelain and glass. Not long after the company

was founded, the company was able to further expand its position in the Polish market thanks to the continual “trustworthy and strong partnership” with advertising agencies and suppliers of gift items. In recent years, Pro Media has expanded its product portfolio and developed modern decoration techniques.

Expansion in the European market

Over the past 15 years, the production capacity has been adjusted to the steady growth in order to prepare the company for the foreign market. Pro Media has been a PSI

member since 2014, and following a dynamic expansion in the European market it now regularly supplies its products to more than 20 countries. In 2017, the company exhibited at the PSI in Düsseldorf for the first time – another important step towards international success. Growing demand is also reflected in its increasing number of employees. Pro Media is currently looking for more full-time employees “with a passion for promotional products made of ceramic”.

“Does the perfect promotional mug exist?”

The company philosophy of Pro Media is based on a concrete “mission” which company founder and owner Robert Wolnik describes as follows: “We like asking questions. For example: Does the perfect promotional mug exist? This particular question has helped us to develop and implement the most innovative solutions for our customers for 15 years. As one of the most experienced ceramic manufacturers in Poland, we are sure that perfectly designed and manufactured products will give our customers excellent results and remarkable success. As a supplier, we know the requirements of modern brands and the attractiveness of promotional gifts to the target group. Our biggest reward is receiving several thousand orders from over 20 countries each year. This is clearly the result of our passion and determination to market a mug as the optimal advertising vehicle.”

Quality, punctuality and flexibility

Robert Wolnik emphasised the priorities of his business with great self-understanding: “Our high-quality products are among the most effective in their price category. Modern technical equipment and our own team of experts form the heart of our company. We are not afraid of challenges because they form the basis of every industrial development.” According to Wolnik, the principles that a business partner focuses on in his entrepreneurial activities are also based on this foundation: “We support the distributor in all production steps from the start to the delivery of the finished product. We transfer the customer’s ideas to the world of promotional ceramics through in-depth consulting right up



Pro Media has been a PSI member since 2014 and regularly supplies its products to more than 20 countries.





Many trained hands help to precisely meet customers' requirements.



to implementation. Quality, punctuality and flexibility are very important to us. Currently, our standard delivery time is 10 to 15 business days," says Robert Wolnik, who is always striving for "100 per cent satisfied customers" with Pro Media. For he knows: "Perfectly manufactured products and a professional and friendly customer service guarantee a lasting success." <

The product range is divided into the following groups:

- Premium Line: high-quality porcelain products manufactured entirely in Europe for the most demanding customers. These products are also suitable for intricate decoration techniques such as Pantone glazes and engravings.
- Easy Line: the most popular and most cost-effective of the Pro Media products, manufactured in the Far East, available in Poland in large quantities and numerous colours.
- Digital Line: a limited series of products suitable for high-quality photoprinting.
- Restaurant Line: products manufactured in Europe, mainly for catering.
- Glass Line: many diverse glass items for customer-specific decors.
- Motion Line: stainless steel branding items for hot drinks.
- Boxes Line: optional but extremely popular cartons for most mugs.



State-of-the-art production techniques ensure optimal product quality.

PSI 49506 · Pro Media Sp. z o.o. ul. Główna 34 PL-64-030 Przysieka Tel + 48 733 007 630
adam@kubki.com.pl · www.kubki.com.pl



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cyber-Wear Heidelberg, the agency for promotional products, merchandising and corporate fashion, and the cyber-Wear affiliate company CG Fulfillment & Logistics, newly founded in 2016, are planning to expand in terms of space and personnel, and will therefore be moving from Dossenheim to Mannheim.

Increase and removal

New headquarters in Mannheim



This is how the new company building will look. Completion is planned for the fourth quarter of 2017, relocation and commissioning for early 2018.



It was the first large military conversion in Mannheim and today about 90 per cent of the area has been sold and populated: well-known companies such as Dachser, Berrang, Porsche and Mercedes-Benz have settled in the industrial area of Friedrichsfeld-West. Now new tenants are moving in: cyber-Wear Heidelberg GmbH and CG Fulfillment & Logistics GmbH.

Relocation planned for early 2018

The offer of an approximately 8,000 m² site on Elsa-Brändström-Straße in Mannheim fit the bill: As both companies want to expand in terms of personnel and space, they will be moving with their employees from Dossenheim to Mannheim. At the new location, approx. 3,800 sqm of storage space, 1,414 m² of office space including 250 m² for a

state-of-the-art design lab, as well as 270 m² for staff rooms are being built. 5.4 million euros is being invested in the construction as well as in the associated infrastructure and outdoor facilities. The official ground-breaking ceremony will take place in the first quarter of 2017, completion is planned for the fourth quarter of 2017, and relocation and commissioning are planned for the beginning of 2018. 60 employees will initially move into the new headquarters, with 100 expected in the medium term. The existing headquarters in Dossenheim will be vacated.

"Enrichment for the location"

An important component of the economic strategy of the city of Mannheim is to increase skilled jobs and to promote companies with a high development potential as well as a positive impact on the business location. "Both

goals are achieved with this settlement. The companies will sharpen Mannheim's profile as a location for creative industries and will be an asset to the location," says Michael Grötsch, Mayor for Economic Affairs, and welcomes the two partners and managing directors Steven Baumgärtner and Roman Weiss with their employees to Mannheim.

Gap closes

In order to develop the 290,000 m² industrial estate, the Business Development Department implemented a complex package of measures within a tight time schedule. "The planned new building for the two companies closes the last gap on the south side of Elsa-Brändström-Straße in the industrial estate. In view of the fact that the land had only been handed over by the federal government to the city in 2010, this is a remarkable success," says Christiane Ram, head of the Business Development Department.

"Perfect fit in the network"

Baumgärtner and Weiss state that sufficient space was one of the reasons for the change of location, and added: "We are looking forward to Mannheim. The city has quite a reputation of being a city for start-ups and a hotspot for creative businesses – that fits us perfectly." In 1994, the two founders of the company started doing business with just 346 deutschmarks, a fax machine without a connection, a portable telephone, a children's desk and an Atari computer in a private cellar. "The conditions under which we set up our new company this year with CG Fulfillment are significantly better. We are also sure that we will fit perfectly into the network in Mannheim and receive the support of the business promotion department that every company may need."

About the new tenants

cyber-Wear Heidelberg is one of Germany's leading agencies for promotional products, merchandising and corporate fashion, which operates globally. Founded by Steven Baumgärtner and Roman Weiss in Heidelberg in 1994, today more than 60 employees work at the current headquarters in Dossenheim and at a site in Wipperfurth near Cologne that went into operation at the end of 2009. About six years after being founded, cyber-Wear was converted into a limited company, and Cybergroup International was founded.

"All-inclusive carefree" package

More than 165 employees in the administration as well as about 1,250 in production work in the worldwide network of 15 branches. The core competency and unique



Meeting of landlords and new tenants (from left to right): Michael Grötsch (Mayor for Economic Affairs, Employment, Social Affairs and Culture, City of Mannheim), Steven Baumgärtner and Roman Weiss (Managing Directors of cyber-Wear Heidelberg GmbH), Christiane Ram (Head of Department of Economic and Structural Development, City of Mannheim), Martin Rostock (Department of Economic and Structural Development, City of Mannheim). Photo: City of Mannheim

feature is full service as well as the ability to offer all related services on every continent. The "all-inclusive carefree" package from a single source includes in-house designs, production and warehousing in production facilities and warehouses all over the world, global logistics, web shop programming and linking these e-commerce platforms to customers' systems as well as support service. The customers are mainly large corporations and global players for whom international support is important. The goal is to successfully convey their corporate identity and messages through promotional products, merchandising articles and staff apparel.

Extensive services

Founded in 2016, the company CG Fulfillment & Logistics GmbH is also part of Cybergroup. As a fulfillment service provider, the cyber-Wear affiliate provides comprehensive services along the entire logistics chain of promotional products, merchandising articles, textiles, printed products and point-of-sale materials. The company was founded to meet the growing demand from customers who do not want to use or cannot use a full service, but depend on a reliable partner to support their online business or deal with other logistics issues. CG Fulfillment & Logistics operates as an e-commerce partner in order processing, from warehousing to picking, packaging and shipping, right through to returns management. <



Colourful and diverse

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

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



Paradisiacally fruity

Because they are made **almost entirely of fruit**, these little fruits are an absolute alternative to conventional sweet give-aways. They are guaranteed to be vegetarian and free of sugar, and come in strawberry and apple flavours (based on apple juice concentrate and apple sauce). The personalised little promotional bags (10 grams, 85 by 60 millimetres) made of conventional or compostable film and dyes are packaged by Kalfany SüBe Werbung, an IFS-certified company, and can be delivered within fifteen working days after approval of the printing copies.

PSI 42706 • Kalfany SüBe Werbung GmbH & Co. KG
Tel +49 7643 8010 • info@ksw24.com • www.ksw24.com
<https://www.psiproductfinder.de/ytl1zt>

Safe while on the go

The **RFID protective cases** from office supply manufacturer SIPLAST feature TÜV-certified readout protection for credit cards, passports, and many other identification documents with a radio chip. Apart from the additional security, they come in many colours and can be enhanced with advertising on request. Both simple logos as well as photorealistic overprints can be applied even on small orders. In order to ensure that nothing else is easily lost along the way, the product range also includes luggage tags, ticket holders and document sleeves.

PSI 46405 • SIPLAST Siegerländer Plastik GmbH
Tel +49 2732 5922-0 • info@siplast.de • www.siplast.de
<https://www.psiproductfinder.de/mdnizg>



PET carries itself well

A study by the Dutch organisation for applied scientific research TNO in Delft in the Netherlands has shown that reusable folding shopping bags made of **recycled PET bottles** cause the least environmental damage. This is exactly what characterises the Recycle Bags brand bags (powered by SL Bags). Recycle Bags is the company that produces these bags made of wholly recycled PET bottles. When the shopping bag is not needed, it can be folded up into an integrated pouch that makes it practical to take along. The bags are strong enough for daily shopping and can also be carried over the shoulder. Both the shopping bag as well as the integrated pouch can have a logo or advertising message printed on them (screen printing, digital transfer printing, or dye sublimation printing). The bags are available from stock in various colours and printing can be applied on orders of 100 or more. Customer-specific personalisation within fourteen days for bags from stock. The delivery period for personalised bags starts at six weeks.

PSI 48301 • SL Lederwaren B.V. (SL BAGS)
Tel +31 575 510077 • info@slbags.com • www.slbags.com • www.recyclebags.eu
<https://www.psiproductfinder.de/mjllzt>



Conserve resources while writing

Slider Xite Promo is the name of the newcomer to the Schneider range of writing utensils and is made of 90 per cent **organically based synthetic material**. It comes in radiant white and with a Slider-typical cyan-coloured highlight on the back part of the shaft. The blue or black replaceable 778 XB plastic refill with a wear-resistant stainless steel tip provides for the unmistakable Slider touch while writing. The handwriting is indelible in accordance with ISO 12757-2. Not only is this pushbutton ballpoint pen refillable, but sustainability was also a prime concern in its conception: the Slider Xite is made exclusively in Germany using climate-neutral production methods.

PSI 43416 • Schneider Schreibgeräte GmbH • Tel +49 7729 8880
 klaus.brogghammer@schneiderpen.de • www.schneiderpen-promotion.com
<https://www.psiproductfinder.de/njgwod>



Advertising with pleasure

The **experts for sweet promotional products** at CD-LUX are celebrating the company's twentieth anniversary with twenty strong new products: individualised premium chocolate, promotional fruit gums, new ideas on "healthy and fit", fresh summer products, and the exclusive express service are just waiting to be discovered. Apart from the many newcomers from Lindt, Milka, Toblerone and Ritter Sport, CD-LUX is also offering additional new products from PowerBar, Corny, Fisherman's Friend and Mentos.

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

8

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This puts colour into play

Bridge is not only new to the Senator product range. This elegant, modern ballpoint pen "Made in Germany" comes in **two high-gloss surfaces**, "clear" and "polished" in fifteen different colours – optionally also with a metal tip. The white shaft can moreover be provided with senator® HD printing, which the company claims is unique, enabling large-surface photos, multi-coloured decorations and logos with fine colour gradients. In combination with the twist mechanism coordinated to 90° and the senator® magic flow refill, this creates an ideal advertising ambassador.

PSI 41838 • Senator GmbH • Tel +49 6162 8010
info@senator.com • www.senator.com
<https://www.psiproductfinder.de/ytizzd>



Double tastes better

Pulmoll has also thought about this and has brought a double portion of taste onto the market. Refreshing and fruity for the throat and the voice, the new Pulmoll Duo chewy pastilles follow the trend towards a vegan lifestyle and appeal to young target groups. Two pastilles with the "P" brand from Pulmoll, combined into a **double chewy pastille**, produce an intense mango fruit flavour in the mouth and score with the long-lasting freshness of the mint. This sweet brand innovation is the perfect base for promotional themes such as fusion, team, collaboration or connection. The Pulmoll Duo chewy pastilles are packaged in a 15 g sachet measuring 90 x 70 mm.

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



Vintage is the main thing

Bags and trolleys **made of canvas with a vintage look**: The Gift has several variations in its product range. Firstly, this Dutch company offers a large, elegant cooling bag with an adjustable shoulder strap and handles. The main compartment, provided with insulation, is equipped with a double zip. The front bag has a single zip. Secondly, the luxurious semi hard shell trolley with telescopic handles and a large number of practical pockets is an ideal travel companion accepted by all well-known airlines.

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



Surprising and convincing

The Kraftform Kompakt 20 A **torque screwdriver** from the specialist Wera is full of surprises: six short 25 mm bits are integrated into the handle which can be locked easily and securely in the bit holder. At first glance, the short screwdriver for tight work situations turns into a long screwdriver at the push of a button. The holder is removable and can be used for machine operations. The ergonomic power grip and Rapidaptor quick-release chuck also ensure low-fatigue work and high screw speed. From 100 pieces onwards, the Kraftform Kompakt 20A is available with a customer-specific logo (single-colour).

PSI 48078 • Wera Werk Hermann Werner GmbH & Co. KG
Tel +49 202 4045144 • matuschek@wera.de • www.wera.de
<https://www.psiproductfinder.de/mwy3zw>



Well-conditioned thumb

This trainer packs a real punch: with an advertising space 497 per cent larger than a standard ballpoint pen, the **thumb trainer** sets itself apart from the competition, claims mowi tec. At the same time, the patented product affords easy yet efficient provision. According to mowi, the thumb trainer is an advertising instrument with a provisioning character.

PSI 49772 • mowi tec GmbH
Tel +49 6831 1665236 • info@mowi-tec.de • www.mowi-tec.de
<https://www.psiproductfinder.de/m2jmmz>



Exclusive wall calendar

New in the range: Lediberg is expanding its range with a select array of appealing **picture wall calendars**. The combination of an ornamental wall decoration and high information value offers advertising impulses for a broad target group without coverage wastage. The advertising imprint is standard on the extended back cover. A further advantage is small quantities from just 50 pieces in different formats at very interesting prices.

PSI 42438 • Lediberg GmbH • Tel +49 5261 606-0
info@lediberg.de • www.lediberg.de
<https://www.psiproductfinder.de/ytlflow>



Just for you, Honey!

The Swiss have now introduced their latest **Pattern Pen**, the QS04. This time, the shaft is designed three-dimensionally with a honeycomb structure. The iconic pattern stands for bees and nature as well as for technology and space travel. Haptics and optics complement each other perfectly. The smooth, minimalistic clip can be printed in up to six colours. The interplay with the vibrant 3D surface highlights the logo in a high-quality and effective way. Especially in soft touch, the fingertips experience the honeycomb structure as pleasantly velvety. There is also the new QS04 in six polished standard colours, two with a polished and four with a transparent clip-push button combination. The push button is also available in metal. Standardly equipped with a high-quality large Floating Ball® refill with a 1.0 tip, Prodir offers the QS04 with a slightly wider 1.4 mm tip. Also available as a gel pen and the premium low-viscosity Tech-Glide® refill. As with all Prodir writing instruments, expended refills can easily be exchanged.

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



Styles in move

The collections from the worlds of experience of Gustav Daiber GmbH are always ideal whenever something is happening. This is especially true for sports. Whether it be on the stands in a fan outfit, or actively on the playing fields of the nation. The 2017 sports catalogue from James & Nicholson presents almost all the facets of sport under the motto "SPORT Running/Bike/Team and Accessories from myrtle beach". Particularly interesting is the **"Team" category** for everyone who outfits clubs for sports events. Cut, function, quality and optics play a very important role here. Numerous designs and colour combinations are available and can even be combined with items outside the James & Nicholson Sports collection. On request, the proven club outfit can also quickly become a cool street style.

PSI 42819 • Gustav Daiber GmbH
Tel +49 7432 7016-0 • info@daiber.de • www.daiber.de
<https://www.psiproductfinder.de/zda3nz>



No one would give this away

Both the STABILO candy **Inkliner** and the **ballpoint pen** appeal as an advertising vehicle in the attractive mini-format. Ideal for handbag or jacket. Advertising is therefore omnipresent and often in sight. The ballpoint pen with a push-cap mechanism and the Inkliner with a detachable cap are easily held in the hand and stand out clearly from standard pens thanks to their format. The extra-large refill and the ink guide system with an 0.7mm steel tip ensure long durability and a comfortable writing feel. In addition, high-quality plastic and a metal clip ensure a trendy appearance that attracts attention. The promotional talent STABILO candy is available in six trend colours starting with a minimum order quantity of 1,000 pieces. From 5,000 pieces, it is also available in individual Pantone versions. 360° all-round screen printing ensures a striking and individual look. The shaft and upper part also offer space for promotional messages with a personal touch. Brand quality made in Germany – what else?

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>



It's all go in December

Jung Bonbonfabrik is launching attractive Advent calendars on the market as early as June. A real highlight is the "**Advent calendar round**" model which contains 23 Lindor mini balls from Lindt & Sprüngli. Behind the 24th door is a 10g Lindt Santa Claus as a bonus. The calendar consists of a cardboard cover sheet and a deep-drawn part, on request in noble chrome sheen or black. The calendar can be individually printed from 100 pieces. It is also possible to choose from atmospheric Christmas motifs which can be supplemented by a slogan and a company logo. The variety of possible applications for the design is remarkable. Round logos, Advent wreaths, a clock and much more are representable and appeal with an extraordinary visual impact.

PSI 41545 • Jung Bonbonfabrik GmbH & Co KG
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PSI No. 7533	Zaga GmbH, GERMANY	
PSI No. 17694	Zippy Promos Harvey Klapisch, UNITED KINGDOM	www.zippypromos.co.uk

PSI 2018 | Participation optimally showcased

Marketing is good. Marketing is important. And it is important that good marketing can be grasped in every respect. The PSI 2018 makes this possible. Trade show visitors who already hold a specific product at the entrance to the trade show become directly aware of the exhibitor and are curious. For anyone who wants to **increase** their **level of awareness**, stand out from the crowd, address their target

group before it enters the trade show halls, or brand his product with his stand number and thus increase the traffic at his stand, the **PSI has sponsorship offers** that are **attractive in terms of content and price**. Whether it be a PSI snack or office box, a PSI Trade Show bag or product avenue, banner advertising or triangular display stands, promotion teams or floor graphics – the **sponsorship and advertising possibilities for the PSI 2018** are almost unlimited. Various marketing packages help to highlight exhibitors' stands even better. More information is available at www.psi-messe.com/sponsoring



PSI Distributor Finder | Attract attention

my > PSI

The **PSI Distributor Finder** lists all current contact data of PSI distributors and offers real win-win possibilities: PSI suppliers can search more easily and faster. This is because the Distributor Finder is the **reference work for suppliers' sales representatives**. Promotional product distributors and consultants who are identified as qualified PSI members have the opportunity to generate new business contacts. Until **30 June**, distributors have the opportunity to update their entry online and, of course, free of charge <http://connect.reedexpo.de/DatenaktualisierungPSI-DistributorFinder2017>.



PSI matchmaking | Register now

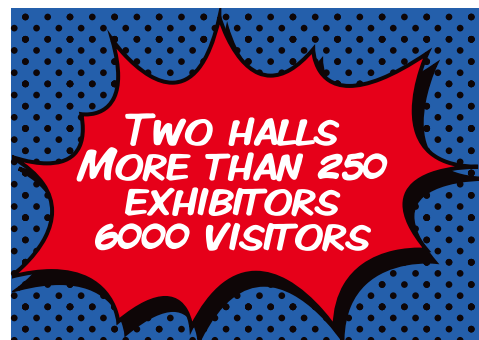


In order to successfully conduct business, the PSI 2018 will again be offering tried and tested options. As in the past two years, **PSI matchmaking** will provide exhibitors and visitors an **appointment planning tool** as an **official business networking service**. A look at the past trade show demonstrates how well PSI matchmaking has been adopted by both parties to search specifically for new and existing B2B contacts and plan meetings. As part of the PSI 2017, more than 400 participants took advantage of the appointment planning tool. Interested parties can now register for the PSI 2018 at: <https://psi.meetingsprogramme.com>.



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Convergence



Media convergence, especially of the TV and computer, was one of the major issues of the 1990s. In the new millennium, the topic of mobile devices became reality sooner than many augurs had predicted. The Internet has also had an impact. Convergence has been and continues to be an issue in all sectors. The German Chancellor Angela Merkel said at the MEDIENTAGE in Munich, "It is the forces of disruption, as we say today, and innovation that with all their opportunities and risks will shape our future, whereby there will be a thin line between opportunities and risks."

The integration of products, technologies and industries leads to new competition and new business models. Those who are ready for change will also benefit from these developments. This also applies to the trade. Amazon has long struck fear into the stationary trade. The giant has also recently started delivering fresh food. Most grocery chains have so far reacted with shock. Surely the most dangerous reaction.

At a joint meeting of PSI and ASI in Hong Kong, this topic was also discussed. A large number of distributors and suppliers were represented there. Business models were discussed in the international environment, but also at the national level. Mergers between companies and an expansion of services have also been an issue to ensure sustainable growth in the promotional product sector. The risks confronting them are disruptive business models on the Internet and, above all, companies which capture market shares in the promotional product industry unnoticed. These companies operate internationally and with large quantities. They are usually not known to small-sized traders. In these times in which many long-established companies face the question of generational change, it is particularly important to give some thought about strategic direction.

Best regards,

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



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Appetising appearance

One of the topics in the next issue will be devoted to new products and classics in the areas of "porcelain, glass and fine dining" – i.e. products which, in their role as promotional products, appeal both through their function and their appearance – and thus become exemplary representatives of their kind: Effective creations with a splendid appearance. Another group presents festive promotional products of the theme areas "Christmas and gift sets" which are so important for the industry. Let yourself be inspired by the diversity that our industry has to offer here as well.

Please give some consideration to the product theme of the double issue August/September 2017 with the thematic groups "Writing instruments and office" and "Toys, plush and baby articles" and submit your product presentations (image and text) no later than 23 June 2017 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de

Newsweek 2017

The Newsweek has also made its way through Germany this year with a proven success story to familiarise professional distributors with the latest product creations of the industry. Under the aegis of GWW, the association of the German promotional product industry, the tour will once again be held at eight locations with around 100 exhibitors and this time under the motto "Trailblazers". We will be reporting on this.



Karlowsky: 125 years of tradition

Steeped in tradition, the company Karlowsky Fashion has a reason to celebrate because it is 125 years old – 125 years rich in history, development and, above all, quality. The name "Karlowsky" has been synonymous with brand clothing in catering, the hotel industry and in individualised textiles for generations. We take a look into the past and accentuate the passion with which this company is also managed at the present time.



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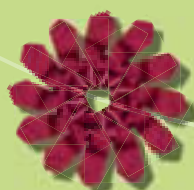
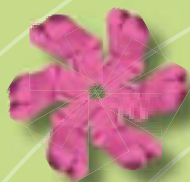
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