

# PS1 EUROPE

**PSI Journal**

International Magazine

For Promotional

Products

July 2017

Volume 56



## **CD-LUX**

Dennis and Alexander  
Dirscherl

Expansion course continues

## **Product Guide**

Christmas, gift sets

Porcelain, glass, fine dining

## **Newsweek 2017**

New record

visitor attendance

## **125 years**

Karlowsky Fashion

celebrates big anniversary



**Christmas business**  
**Do not wait until**  
**the customer arrives**

**20** JAHRE  
**CD LUX**



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**CD LUX**  
DIE ADVENTSKALENDER EXPERTEN



## Editorial

# Time has come to change

**W**alter Jung was the one who laid the foundations for a new industry sector – the promotional product industry – in the early 1960s. Yes, it would certainly have evolved without him, but more slowly and probably with a completely different structure.

He motivated both manufacturers and distributors to focus entirely on this business sector. Only those who were part of the PSI network could benefit from the trade show, product verification, information and other tools. A comfortable situation for all parties involved. From modest beginnings, a considerable and profitable industry soon developed. But there was never really time to lean back and relax. Mail-order companies came along and gave the market a whole new complexion. The fast way to China revolutionised supply chains and production.

And then came the Internet. A medium that was to change the world more quickly than anything before. Suddenly nothing was exclusive. With just a few clicks, every product can now be researched, ordered and paid for. And yet, all of these developments and influences did not change our industry fundamentally – because companies moved and changed with the times. Many distributors became competent consultants. Others were totally focused on online business. Pure buyers have long been left behind. Yes, they are still there, but the future will not be theirs.

The customer has become sophisticated. He, too, has to woo his customers more individually, more exclusively and intensively. Only those who strike a chord with the recipient can achieve the desired impact. Both sides must know this. The consultant/distributor and the customer are suddenly all in the same boat. This is an ideal situation to row together. After all, the industry customer knows his customers, the promotional product consultant knows his products and the opportunities they offer for promotional purposes.

A rethink is therefore called for. Think no longer like a promotional product distributor could be the message. Think like a consulting marketer. Your real customer is the customer of your customer, the recipient. If he is satisfied, your customer will be satisfied, too. However, this can only be achieved if the consultant and the customer work more closely together. In the advertising industry, this has been common practice for decades. Only those who can systematically target the recipient can be successful. Good prospects for everyone who really takes consulting seriously.

With this in mind

Manfred Schlösser | Editor-in-Chief PSI Journal

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## Newsweek 2017: New record visitor attendance **44**

With its proven recipe for success, the Newsweek has also made its way through Germany this year to bring the industry's latest product creations to professional distributors. A new record number of visitors confirms that the concept is getting better and better.

## Porcelain, glass and fine dining **58**

Only a table set with porcelain and glass makes a menu a real pleasure. The promotional product industry provides many inspiring ideas for fine dining.

## CD-LUX: Expansion course continues **72**

When the first Advent calendar was printed in Munich in 1903, nobody knew that this product would become one of the most popular promotional products in the pre-Christmas period. Johann Dirscherl, who founded CD-LUX GmbH in the Bavarian town of Cham in 1997, did not know that his company would grow into a leading manufacturer of Advent calendars.



## 125 years: Karlowsky Fashion celebrates big anniversary **76**

The long-established company Karlowsky Fashion has a reason to celebrate: it is 125 years old – 125 years rich in history, development and, above all, quality. For generations, the name "Karlowsky" has been synonymous with premium brand clothing in catering, in the hotel industry and in customised textiles.



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# Happiness in numbers

Dream measurements **106 – 82 – 78**

Is happiness measurable? No, at least not according to objective criteria. After all, happiness describes a subjective well-being. Nevertheless, the two researchers Christian Kroll (Jacobs University Bremen) and Sebastian Pokutta (Georgia Institute of Techno-

logy, USA) have tried to get to the heart of happiness – meticulously. Based on a survey conducted by Daniel Kahneman, the winner of the Nobel Prize in economics, and his team, they have found the perfect (female) day: **106** romantic minutes with their partner, **82** minutes with friends and **78** minutes for relaxation are three time windows which they developed for their theoretical model and published in the “Journal of Economic Psychology”.



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# Social Cocooning



**S**ocial cocooning as a sense of well-being. Zukunftsinstitut describes the phenomenon of social cocooning as a new yearning for coexistence, cheerfulness and comfort. Two important aspects of this new lifestyle are “Hygge” and “JOMO”.



**Go game** Global Innovations Germany GmbH & Co. KG  
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**“Five Senses” collection** Kahla/Thüringen Porzellan GmbH  
www.kahlaporzellan.com · PSI 49132



**Hygge** is something like a Scandinavian philosophy of life and a guidance for happiness. Meik Wiking, director of the Copenhagen Institute for Happiness Research, has defined Hygge in ten aspects (atmosphere, present, pleasure, equality, gratitude, harmony, comfort, peace, togetherness, protection) and has devoted an entire book to this attitude (Meik Wiking, “Hygge – ein Lebensgefühl, das einfach glücklich macht”). And he seems to know what he is talking about. After all, Denmark has already ranked several times at the top of the list of the happiest countries in the “World Happiness Report”.

**JOMO** is the Joy of Missing Out. Although the concept is based on the phenomenon FOMO (Fear of Missing Out), it is a completely counter-concept. The motto here is: better to miss an event and spend time contemplating.





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**4.2** ..... years is how long French people keep branded bags and other

travel luggage. Half of the respondents (50.7 per cent) confirmed this to the French association 2FPCO. Surprisingly, writing instruments are kept for an average of just nine months.

**51%**

..... of the micro-companies surveyed in the GWW Promotional Product Monitor 2016/2017 spend more than one-fifth of their advertising budget on promotional products. In the case of large companies, it is only 13 per cent.

**50 billion**

..... dollars of turnover will be generated with augmented reality in 2021, according to market researcher IDC, writes *horizont.net*. Rosy prospects for the promotional product industry to successfully combine the real and virtual product world.

**9 out of 10**

..... Europeans recall the company from which they received a bag. This means that these promotional products (89 per cent) still rate higher than calendars (86 per cent), shirts and writing instruments (85 per cent) and hats (84 per cent). The average recall value is 84 per cent according to the Impressions Study of ASI.

**22.9 billion**

..... dollars of turnover was generated by US distributors of promotional products in 2016. According to a recent study by the "Advantages Magazine" of ASI, this is equivalent to an increase of 3.1 per cent.

**94** ..... students have received scholarships totalling CAD141,000 since the founding of the

Rosalind Plummer Memorial Scholarship through members of the association of Canadian promotional companies PPPC in 2007, according to the PPPC website *promocan.com*.

**3 out of 4**

..... Dutch consumers state that they are influenced by a corresponding promotional product in their decision to purchase the product of a company. This is what the Dutch promotional product association PPP published on their website.



# ENJOY *Living*



A SMOOTH START  
OF THE DAY!

## Christmas business

# Do not wait until the customer arrives

Every year again ... comes the Christ Child. Although it is always a bit strange to think about Christmas in the middle of summer, the end-of-year business in the promotional product industry in particular requires long-term planning. For when the customer has a request, it is often too late to implement effective ideas.



his is why we have already compiled a wide range of eye-catching articles for the lucrative Christmas season in our Product Guide. From experience, it is necessary to proactively draw the attention of the customer to this time of year. Whoever waits until the customer himself realises that "Christmas

has already arrived", unnecessarily puts himself into a predicament. This is the right time, right after the summer break, for clever promotional product consultants to remind their customers of Advent and Christmas. Anyone who can already present concepts now has the chance to propose even more elaborate projects and implement them.





The Christmas season is the time of big and small, striking and discreet, valuable and inexpensive gifts. Common to all is the fact that they convey appreciation and gratitude. They show the recipient that the business partner also thinks of him during this particular time of year. Regardless of other occasions or specific marketing campaigns, promotional products used during the Christmas season are aimed at the emotional component of the Advent weeks and public holidays.

Precisely in this atmosphere, the effects of personable advertising vehicles evolve most strongly

**In Christmas atmosphere, the effects of personable advertising vehicles evolve most strongly and often develop their most lasting impact.**

ly and often develop their most lasting impact. For this reason, we have brought together a "reindeer sleigh full of new product ideas" with which you can now send your very own special Santa Claus on his journey to your customers. <





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## Inexpensive 24-day advertising

The small XS Advent calendar from Jung ensures a huge advertising success. Filled with 24 Brandt crispy balls, it guarantees a high advertising impact even for small budgets. The handy and inexpensive countdown in a full cardboard cover is offered in four colours from 330 pieces. The Brandt brand contents also create trust and sympathy. It is also a good idea as a mailing enhancer or Christmas card, which already arrives on 1 December.

## All about tea

With the Bio TeaStick and the numerous packaging options from Sanders Imagetools, Christmas becomes a feast for tea lovers. A new product is the organic mulled wine spice stick with which you can conjure yourself an aromatic mulled wine from a mug of red wine. Also new: A delicious Christmas tea with a fragrant winter mix of hibiscus, apple, ginger, rosehip, cinnamon and cloves. The Bio TeaStick is a wonderful thing for autumn and winter: Available in a total of eleven varieties, there is something for every taste. Simply place the stick into a cup of hot water and let it stand: ready to serve!

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www.imagetools.com  
<https://www.psiproductfinder.de/zge1nt>







## A touch of golden glitters

These three piece star shaped candles will give your living room or office a nice Christmas atmosphere. The candles are decorated with a touch of gold-glitters. The glossy red gift box makes sure you put a smile upon the face of the recipient.



## Cover for fine wine

A good wine deserves an appropriate festive cover for Christmas. The Joytex non-woven bottle bag is the ideal choice. The bag is perfect for 0.75 or 1 litre bottles and transports a friendly promotional greeting to the festivity. It is offered in the size 10 x 30 x 10 centimetres with a silver cord and is available in 30 standard colours from a quantity of 500 pieces.



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

## Christmas time is handicraft time

Gifts have a much more intense impact on recipients when they are involved through interaction. This principle is also followed by the winter products from emotion factory and Heri-Rigoni GmbH, such as the biscuit stamp, the "Schwarzwald-Tanne" figure and the baking moulds as in the version with the "Tannenbaum recipe pad". The lovingly created promotional products impress with quality Made in Germany/Europe and offer lots of space for an individual advertising message. The colourfully printed cans of the baking mould set are produced in Switzerland and are available as sets of 2 or 4. When the recipient opens the can, he is surprised by baking moulds shaped like an angel, star, snowman and tree, and can start baking for Christmas right away. The can itself is available with individual inserts to meet marketing requirements or with 4-colour digital printing. Further Christmas promotional ideas can be found in the „Werbe-Impression 2017“ catalogue under the heading "Weihnachts-Ideen (Christmas Ideas)".



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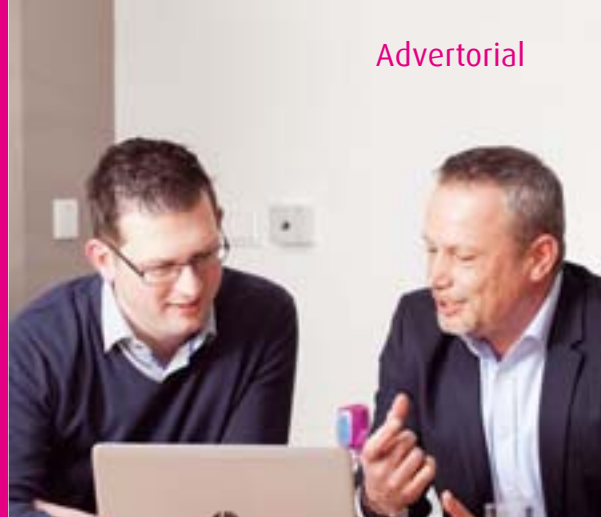
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## An experience for barbecue lovers

The Multiflower grill set for genuine gourmets contains barbecue herbs as well as walnut mustard and sea salt for the hearty preparation of food. There is a grill wire specially for grilling or frying in the pan on which meat or vegetables can be impaled and which is reusable after use. The set comes in a gift box, the label of which can be completely customised from 250 pieces. Alternatively, printing on the standard label is possible.



# A&R Promotions' own web shop; a wish come true



Dennis, program manager at Clipper and Rob van der Wouw, owner of A & R Promotions



The A&R webshop is live since last October.

Rob van der Wouw is the owner of A&R Promotions, a successful company in promotional products and a valuable partner of Clipper for many years. This partner began collaborating with us and now markets promotional products via his own A&R Promotions web shop. By now, the website is live. In a candid interview, Rob van der Wouw and Dennis Verlijsdonk, Program Manager at Clipper, share the story of this process, their collaboration, experiences and success.

## Why did you choose Clipper when you decided to set up a web shop?

"Our contact with Clipper goes through our account manager Maikel van Diepen and that communication is very pleasant and smooth," Rob explains. "Last year, we were pleasantly surprised by the new proposition and accompanying website of Clipper. My colleagues and I waxed lyrical about the website; it was well-organised, clear, convenient and accessible. This was exactly how I wanted my web shop to look like and precisely what I was looking for in terms of my customers. So, I picked up the phone and said: 'That is exactly what I want!'"

Maikel took Rob van der Wouw's request seriously and brought him in contact with Dennis Verlijsdonk, a specialist in this field. Together they began

a process of creating a web shop for A&R Promotions. Clipper made its own website available and with the corporate identity colours, logo and company details of A&R Promotions, the website was customised.

## What are the advantages for you and your customers?

"Thanks to price agreements with Clipper, we know where we stand. We determine our margins and display the products with our prices on the website," says Rob. "We can offer competitive market prices and our customers benefit from this. Clipper manages a constant stock and delivers fast. In addition, customers can choose from an extensive collection and can easily upload logos and order products. We receive a confirmation and the printer's proof is created in the A&R Promotions

look & feel. After approval, the entire order process at Clipper begins and the products are delivered to my customer. Do things get any easier than that?" Rob says: "It is up to us to find a way to trigger our customers to place their orders online. We already have some ideas and at the moment, Dennis is checking the possibilities."

## What is your experience with regard to your collaboration with Dennis?

"In one word - fantastic!" Rob says enthusiastically. Of course there were teething troubles and other issues. It is the moments in which there are problems and you need someone that truly define the service."

Dennis also finds the collaboration with A&R pleasant. "It is a test case for the both of us," according to Dennis. "Rob is aware of the fact that this pilot period is an opportunity for us to take stock of wishes, discover and solve problems and to filter the teething troubles from this product, so that we can properly introduce it to the market. The web shop must turn the sale story of A&R Promotions, and soon also that of other partners, into a success and it should never have a disruptive effect." Dennis calls the collaboration and interaction with A&R Promotions perfect. "We are equal partners. We think along with each other, learn from each other and have a common goal: enhance each other and jointly benefit from this product. This is 'Selling Together!' through and through.

## Are you interested in your own webshop?

Please contact Maikel van Diepen.  
maikel@clippergifts.com or mobile  
0031 (0)6 43 07 20 69

## Sweet Christmas time

Triad Set from B&B Promotional Sweets is a small set, perfect as a Christmas gift for Customers and business partners. Set of 7 high-quality, milk Lindor pralines in original foil wrappers packed in a smart cardboard box with promotional branding will satisfy even the most demanding customers. Boxes are available in three branding versions: full colour print all over (CMYK or 1-4 Pantone colours) on white cardboard; embossment on gold or silver metallized cardboard; gold or silver hot-stamping on matte cardboard (black, dark blue; other hot-stamping foil colours available after inquiry). Boxes are closed with satin ribbon in one of several available colours. Other praline flavours are available after inquiry. Shelf life: 6 months. Minimum order quantity: 50 pieces.

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## Compact tool for people on the go

Creating new ideas for its users are the order of the day for the tool specialists at Wera. This is also the case with this compact tool with ten high-quality Wera screwdrivers on a tiny surface for easy storage in a drawer, a tool box or even in a trouser pocket. The product is an indispensable tool with the most important screw profiles and the tried and tested Wera grip in the Kraftform design. From 100 pieces, a logo can be applied to the grip and the gift wrap.





## Ascending Christmas motifs

This is how an advertising message ascends to the sky to celebrate Christmas: With Global Innovations' individually designable helium balloons, the ascent is guaranteed. Whether in the standard form with an individual print or in a special form according to customer requirements – anything is possible, says the supplier. In addition, Global Innovations also offers gas cylinders for hire. An individual offer may be requested at any time.

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## Sweet Advent

It is a real classic, but nevertheless it offers an innovation with which one can also impress the recipient: starting from 2017, the Classic Table Advent Calendar from Jung contains brand chocolate alpine full-cream milk with Fairtrade ingredients. This calendar version consists of a full-cardboard cover which can be individually printed according to the customer's requirements from an order quantity of 100 pieces. The calendar can be sent to the recipient in the large postal format.

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## For wine fans

Wine fans will be certainly enchanted by the the Metmaxx model DeLuxeBoxEvo. Spranz presents the attractive wine box with a black piano lacquer appearance. The classy refined body with a wine bottle inlay and sommelier accessories, such as a stainless-steel waiter knife with an anti-stick spindle and modern EasyOpen2Step mechanism, a decanter, drip protection, wine stopper and wine thermometer are delivered in the design box.

Matching wine can be ordered as an option.

## Fidget Spinners

Fidget Spinners are perfect for those who fidget too much or lose concentration easily. Proven to improve productivity, release stress, as well as keeping the hands and mind active. Smooth and fast spinning action on its internal ball bearings. Spin time: Around 2-3 minutes (depends on how much strength you spin it, some people can play it more than 3 minutes)  
 Main Function: Helps to reduced pressure and distracted attention. Perfect fidget toy to keep your hands busy or just play with it. It's silent while playing it won't be bothering others. How to use it: Holding spinner with two fingers and use another finger to spin it. Can do customized Color. Minimum order quantity is 100 pieces.



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





## Snowman in the office

The office becomes creative: the edible snowman to build oneself – directly on the desk. The kit includes three wonderfully soft marshmallows, carrots and some melt-in-the-mouth chocolate drops. Simply place the marshmallows on top of each other and decorate them with buttons, eyes, carrot nose and mouth. The matching top hat is cut out and the sweet snowman is ready. The snowman kit is available from just 100 pieces with individual print. The carton tab is printed on the inside and outside in 4c-digital print with the desired design.

Nestler-matho®



TECHNIQUE  
MEETS  
DESIGN



FÜR ALLE GÄNGIGEN IPHONES  
UND MICRO-USB GERÄTE

- **N-m 402 WEISS**  
2IN1 KEYRING CABLE

AB 2000 STÜCK

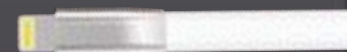


IN WEITEREN FARBEN PER DIREKTIMPORT LIEFERBAR.

- **N-m 400 SCHWARZ**  
DESIGN KABEL 2IN1  
30 CM



- **N-m 401 WEISS**  
DESIGN KABEL 2IN1  
100 CM



- **N-m 398 SCHWARZ**
- **N-m 399 WEISS**  
MINI MAGNET KABEL

AB 500 STÜCK



IN WEITEREN FARBEN PER DIREKTIMPORT LIEFERBAR.



PSI 40972 • PF Concept International B.V.  
Tel +49 2822 9600  
contact-DACH@pfconcept.com  
www.pfconcept.com  
<https://www.psiproductfinder.de/njmymj>

## Give an innovation

One in three men and around 14 per cent of women would like a technical product for Christmas: PF Concept can fulfil this wish with innovative products which can be given perfectly as a technology package. Wireless earbuds connect via Bluetooth to a smartphone and offer two hours of cordless listening pleasure. When battery power runs low, the Peak Solar Power Bank with 10,000 mAh is the right companion. During solar radiation, the Powerbank recharges itself automatically. The new Lifestyle camera completes the technology offer.



## Fluffy companion

In the new catalogue from Roman Wellness, the "Rudolph" cuddle blanket will provide a pleasant companion for cosy winter holidays. The flannel fleece blanket fits in almost any home with its winter colours and reindeer motif. The rolled-up blanket is secured by a decorative bow and the pendant wishes the recipient "Beautiful winter days".

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





## The taste of Majorca

The best thing about Majorca is the delicacies that the Majorcans make from the gifts nature offers them. Olive oil, Flor de Sal sea salt, delicious jams, mustards, honey, liqueurs, syrups, chutneys, almond delicacies, exquisite wines, fine brandies without artificial additives, and palatable gin specialties. All this is offered by Schärfer Werben. Many products can be customised with a label or a tag. Gift boxes can also be created according to the taste and budget of the customer. The exclusive culinary delights of the beautiful Balearic island can be enjoyed in peace and relaxation at home. (This photo shows one of the many packaging options).



## Threefold effect

Here comes a gift with a threefold advertising effect: Packaging from the company Reidinger combines an insert card, an individually printed pen and a business card. The insert card can be used as a bookmark, wish list, Christmas greeting, product presentation and much more. As a special service, Reidinger offers a free design of the insert card. In combination with an elegant pencil and the business card of the giver, the recipient receives a set which remains in his memory for a long time and has a lasting promotional effect.



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

## Shiny appearance

The traditional shoe care set from Frank Bürsten not only ensures a brilliant appearance at Christmas. The set consists of two horsehair dauber brushes as well as two horsehair polishing brushes. Matching the brushes, the set is complemented by two high-quality shoe creams in glass crucibles and a polishing cloth. The care set is intended for maintaining smooth leather shoes. Regular care ensures that shoes give you lasting pleasure. On request, Frank Bürsten will place individual company or promotional logos on the box and/or the brushes.



PSI 46708 • moynd GmbH  
 Tel +49 5331 900990  
 info@moynd.de • www.moynd.de  
<https://www.psiproductfinder.de/oty5og>

## New diversity

Moynd GmbH is presenting its new foil markers in pen form. Foil markers are ideal for organising and structuring documents and books in the office, everyday life and school. The new foil markers in pen form are the perfect alternative to the classic Moynd foil marker set. They bring a breath of fresh air into every company promotion and offer new inspirational and application possibilities. In addition, the pen film markers can be combined with all the company's adhesive products in the cover.



## Französisch genießen

Formidablen Genuss bringt das Käse- und Weinsset „Très Bon“ von team-d. Das Schneidebrett aus Holz verbirgt in seinem Inneren eine Käsegabel, ein Käsemesser und ein Kellnermesser. Das Set hat die Maße von circa 18,7 cm im Durchmesser und 3,6 cm Dicke und wird in einer Geschenkverpackung geliefert.

PSI 44186 • team-d Import-Export  
Warenvertriebs GmbH  
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psi@team-d.de • www.team-d.de  
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AUF IHRE GÄSTELISTE ZUM FEST.



**mbw**<sup>®</sup>



**RAN AN DIE  
WUNSCHZETTEL!**

## Brilliant effect

The high-quality products made of melamine plastic from Gimex are a special highlight for special festivals. The advertising message remains in the customer's memory for a very long time. Almost all melamine products can be customised. For example, a festive breakfast set with a Christmas motif consisting of a milk jug, sugar/jam jar, salt and pepper shakers are ideal for Christmas. All other articles can also be produced by Gimex in a desired (Christmas) design, such as plates, trays in many designs, serving plates, bowls, breakfast boards, children's sets, cooking spoons and much more. The imagination knows no limits. The melamine products from Gimex are tested food-safe, taste-neutral and odourless, BPA-free, surface hard, unbreakable, low-noise and permanently shape-retaining, easy to clean, dishwasher safe, deep-freezable and of a high quality. The applied layer provides a beautiful porcelain lustre and brilliant print results.



## Crystal look and feel

The Crystal USB drives from USB-Flashdrive are clear, acrylic memory sticks with a crystal look and feel. These novelty flash drives can be engraved with your logo or with a message. As an added extra, an LED light can be fitted to this USB stick so that it lights up beautifully when plugged in. The finish is extremely high-end and the product is very popular with premium brands looking for excellent value promotional gifts. It is available in memory sizes 1 GB to 32 GB, there is a range of packaging options and the metallic finish on the drive and lid can be either gold or silver.



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







Quality Bags since 1985

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## BREAKING NEWS \* BREAKING NEWS

THIS YEAR X-MAS ALREADY IS ON 24<sup>TH</sup> OF DECEMBER



**Huge range from stock**  
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<https://www.psiproductfinder.de/nzvmj>

## 24 times fun and relaxation

By popular request, the company AS Advertising Support GmbH has developed a high-quality Christmas calendar with 24 different teas and a love calendar with 24 different condoms. With the tea calendar you can relax, feel good and take a short break from the hectic time before Christmas. Fun and exercise can be had with our love calendar. There are various taste condoms, such as banana and spearmint, as well as a luminating condom (luminesces at night) and pimples and ribbed designs. This Christmas calendar can be ordered with the available motifs or individually printed from 500 pieces using the offset process. AS Advertising is also a specialist in matches, in particular long-match boxes for Christmas, toothpicks, tea sachets, confectionery sachets and seed sachets.



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

## Funny goblin

The Christmas season is fast approaching and so, too, is the search for an appropriate gift. Whether it be for someone with a sweet tooth or for creative minds, the goblin box from Hof Löbke offers something for everyone. The gift boxes are funny to look at in their different designs with funny wiggly eyes and filled with chocolate to make yourself, gingerbread decorations or a winter light to design yourself.

## When pollen fly

Myligacard® is the analogue app in a compact form and an ideal medium for a new marketing strategy: With Myligacard, individuality is trumps. The aim is to position advertising through the interplay of old and new media in a simple and effective way. As an exceptional gift for Christmas, the variant is suitable as a pollen flight calendar which provides a quick and easy overview of the current pollen count. Individually designed as a campaign or greeting card in the form of a credit card or postcard, it reminds the recipient of the advertiser during the entire blossoming season.



PSI 49870 • Myligacard Christoph Gawlytta  
Tel +49 6232 6866876  
kontakt@myligacard.de • www.myligacard.de  
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<https://www.psiproductfinder.de/njy2mt>



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

## Very exquisite

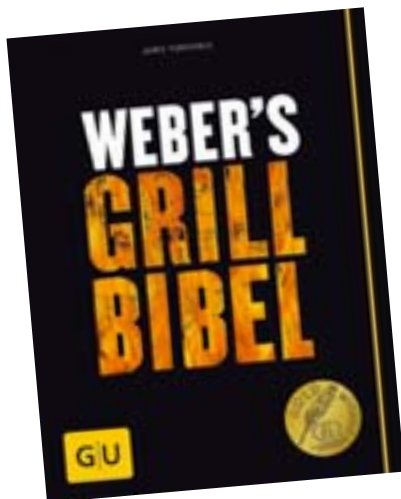
A very special Christmas novelty from Jung Bonbonfabrik is now available in the new 2017 Christmas catalogue: the refined Exquisit Advent calendar, filled with particularly delicious Lindt Hello Sticks in four varieties or the popular Miniatures Mix (Mars, Bounty, Snickers, Twix). These are available individually in 24 boxes, printed in elegant silver. The calendar case made of cardboard has an equally exquisite appearance. The first advertising space of the calendar is located above the boxes. The special feature, however, lies in a hidden, individual picture motif which only reveals itself when the boxes from 1 to 24 are removed from the frame each day. This creates an exciting December which provides for many surprises and offers additional advertising possibilities. The Exquisit model also has an impressive size of approx. 21 x 17 cm.





## A heart for taste

At the end of the year, you just want to say thanks. Thanks for the wonderful cooperation. Thanks for the mutual success. Thanks for the trust and thanks for the commitment. With the Weber® gift set range, this is no longer a challenge: Regardless of whether the food for grilling comes from vast pastures or the vastness of the oceans, Weber® is the ideal choice. All spice mixes have been coordinated with the grill experts of the Grillacademy and are based on the recipes in the Weber® grill books. One of the top sellers: The Weber® gift box for real barbecue fans. Sets that extend across the range are also very popular. How about the Weber® Gourmet BBQ Set and the Weber® Grill Bible?



# MAGNA Sweets and more

## WEIHNACHTS- FREUDEN 2017



MAGNA sweets GmbH  
Gewerbering 5/6  
D - 82272 Moorenweis  
Fon +49 (0) 81 46 - 99 66 0  
info@magna-sweets.de  
[www.magna-sweets.de](http://www.magna-sweets.de)



PSI 44062 • Kolb Import & Export  
Tel +49 40 25000-48  
kolb-imex@web.de • kolb-imex-global.com  
<https://www.psiproductfinder.de/yjilmt>

## Cool gift

The reusable ice cubes from Kolb, which feature a product or company logo, are a particularly clever idea of how drinks can be served freshly at just the right temperature. The product keeps liquids cooled five times longer than fresh ice cubes. The reusable ice cubes are frosted before use in the ice compartment, and are made from a taste-neutral material that does not absorb foreign odours. They also quickly become indispensable as travel ice cubes in a hotel minibar, and as a useful preventive measure against "Montezuma's revenge". At Christmas, they represent a nice little present in a mini-bag with a Christmassy red collar.

## Tenderly melting

The company Römer Präsente is already giving a small foretaste of its new products for the coming Christmas season with its Lindor Deluxe set. The new catalogue of the gift specialist appears at the beginning of August. The Lindor Deluxe set is a tenderly melting gift in high-quality packaging. It consists of an 0.375 l bottle filled with 5 red and 5 white sweet Lindor balls from Lindt. The Lindor balls can be removed through the bottom of the bottle. Through the lid everything can be closed again, whereby the exquisite bottle with its golden cap can be used again for other surprises after enjoying the balls. A black tube with a sticker and the "Lindor Deluxe" label in gold foil forms the elegant packaging. The set is now available and is not only a sweet gift with a surprise effect at Christmas.

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





## Elk to cuddle

Kids love being cuddled and that is why Inspirion offers animal promotional products for kids. With its fluffy-soft fur, "Friedrich" the plush elk invites you to cuddle in the cold season. In addition, the soft promotional ambassador carries a paper heart for printing. Therefore, the plush fellows quickly conquer the hearts of customers.

PSI 42907 • Inspirion GmbH  
Tel +49 421 52270  
info@inspirion.eu • www.inspirion.eu  
www.promotiontops.eu  
<https://www.psiproductfinder.de/ndbmj>

## Beautiful tree decorations

Easy Gifts, the promotional product all-rounder, recommends a 12-piece set of Christmas tree decorations. The nostalgic figures are made of wood, paper and plastic. They are finished by means of multicolour printed stickers and delivered individually in a carton which can also be customised by printing.



PSI 47300 • Easy Gifts GmbH  
Tel +49 911 81781111  
info@easygifts.de • www.easygifts.de  
<https://www.psiproductfinder.de/nmrmmm>

-Advert-

krebs-logo.de

# Christmasbaubles with logo!

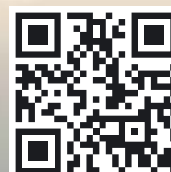
Weihnachtskugeln mit Logoaufdruck!  
Boules de Noel avec logo!



Made in  
Germany



BRAUNS  HEITMANN







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

## Glow in the dark

What is more enjoyable in the Christmas season than to wrap yourself in a cuddly fleece blanket on the sofa on cold evenings? The Malgrado fleece blanket is also an extraordinary eye-catcher – it illuminates in the dark: A promotional product which will cause amazement when given to industry customers. Malgrado can offer special productions “at extremely attractive prices” in accordance with customer requirements. Production at the company is Öko-Tex 100 certified and BSCI audited. The minimum order quantity is 1,000 pieces. The blankets are available from a material weight of 240g/m<sup>2</sup> up to a thickness of 340g/m<sup>2</sup>. Customers can freely select the basic colour, the format of the blanket and the print motif. The blankets can be printed all-over. The brightness of the print depends on the light intensity during the day.



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>

## Sweet octagon

A small present with great contents? These are the new, individual 8-corner gift boxes from Kalfany Süße Werbung with tempting brand chocolates to melt away. The 8-corner gift box in the format 95 x 32 x 95 mm offers the following sweet filling variants: Raffaello, Rocher, Celebrations®, Amicelli®, Miniatures or Kinnerton Pralines. The gift box is produced and filled at Kalfany Süße Werbung according to IFS. The standard motif has an imprint surface on the top and enables individual messages, logos or images to be printed.

# Christmas offer — Winter — 2017

First Minute  
**10%**  
Discount

*Discount on orders placed  
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## **NEW!** Mailing Boxes



YOU CAN SEND IT LIKE  
A REGULAR LETTER!



*MINI ADVENT CALENDAR  
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Cat. No: 0580



*SPOT 30 MAILING BOX*  
Cat. No: 0579





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info@kalfany-suesse-werbung.de  
www.kalfany-suesse-werbung.de  
<https://www.psiproductfinder.de/nty5nt>



## The sachet Advent calendar

The Tower-Dispenser Advent calendar from Kalfany Süße Werbung, filled with 24 Christmas sachets, provides a welcome change from classic forms. This desktop calendar in the format 72 x 150 x 90 mm will turn customers' heads: Advertising areas on 5 sides, visible from all angles – an eye-catcher on any desk. Simply remove the perforation and pull out a sachet from the front opening each day and enjoy the sweet contents. And here is the best part: Kalfany Süße Werbung will not only personalise 5 areas of the Tower-Dispenser Advent calendar according to the individual requirements of the customer, but also the 24 sachets in the calendar, alternatively 24x1 motif or 24 give-away collection motifs. Available as a filling variant are either 5.5 g of fruit gums or 1 MIDI chocolate button with a star motif in each of the sachets.



PSI 48792 • Moleskine B2B Distribution  
D/A/CH & Skandinavien  
Tel +49 40 6094599-00  
moleskine@exclusive-gifts.com  
www.exclusive-gifts.de  
<https://www.psiproductfinder.de/njm2zd>

## Creative development

The stylish classic – the Moleskine notebook – is a favourite and successor to the historical notebook of artists and intellectuals of the past two centuries. It is also popular in the age of tablets, laptops, mobile phones and the like. Moleskine products are made from FSC-certified wood and acid-free paper. Whether it be at trade shows, events, training courses or seminars, as a means of internal communication or to strengthen brand identity, the Moleskine gift box convinces with its simple design and generous space for creative development. The advertiser can create his own individual set and choose from various Moleskine items: a notebook with a hard or soft cover and a writing instrument from the classic or light-metal collection. Moleskine gift wrapping combines an ideal pair – two items that match each other in shape and function and can capture one's own thoughts.





## Delicious times

Just as the aromas of the fragrant fruit tea composition spread wonderfully voluminously in the cup thanks to the Rudolf tea sieve, the desire for tinsel lustre and illumination is also guaranteed. With the Rudolf tea strainer, enjoyable moments await all tea lovers. The tea strainer can be attached to any glass or cup rim and offers every leaf ideal space for aromatic development. The extra-fine perforation of the tea sieve also ensures that it pleases the eye. The set consists of a Rudolf tea strainer and a 75 g tea mixture in an attractive gift box. Also ideal as a last-minute gift.

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

## On a personal note

Here comes the personal gift: the fluffy Walk terry cloth series from Delfina made from 100 per cent cotton with a decorative web seam. It is available in 14 fresh, trendy colours and 6 sizes. The matching embroideries give the terry cloth individuality and exclusivity. Logos/initials can be created boldly and eye-catchingly or discreetly and elegantly – as desired. Delfina creates a very individual gift, packaged in a modern gift box. All products are available from 5 units.



PSI 46375 • Delfina® – Wäschekrone  
GmbH & Co. KG • Tel +49 7333 804620  
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<https://www.psiproductfinder.de/n2jhod>

-Anzeige-

# GUTSCHEIN

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 info@mbw.sh • www.mbw.sh  
<https://www.psiproductfinder.de/ngq4mj>

## Ducklings for Christmas

If you would like to make your customers happy with witty but also traditional promotional messages in mailings, Advent calendars or on desks at Christmas, you can now place your favourites at mbw on your wish list. At the very top are the rubber ducks of the Schnabel brand. The schnabels from mbw are welcome guests all year round and of course also at Christmas festivities. Whether as a little angel or Christmas duck, these cute items will always draw the attention of your customers. The festive gowns of the MiniFeet series will also ensure a lot of joyful anticipation. Mini-shirts with angel wings, Christmas hats and the like transform the cute MiniFeet bears into heavenly messengers with a cuddle factor.



## Distinction: festive and stylish

If good taste and an atmospheric festivity should ideally be suited to each other, then this is especially true of the attractive micx media sets – packaged in coloured slip-ons. Whether it be the stylish DVD open-fire set with “Best of Classic”, cosy warm jazz or lounge tracks or the festive classic in the audio nutcracker set with the most famous pieces from Tchaikovsky ballet music. The attractive Christmas set concepts always harmonise with the appropriate media and content, depending on the occasion and, of course, also as desired. In addition, the gift sets surprise their recipients with a personalised greeting.



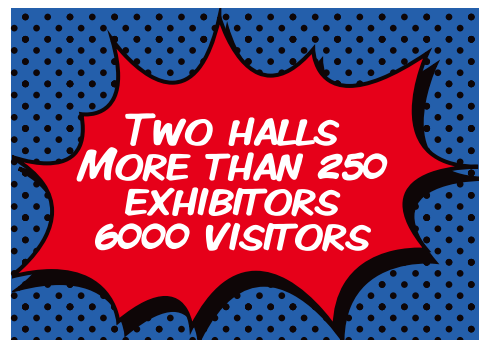
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Victorinox

The new Victorinox B2B team (left to right): Martina Fassbind, Andrea Speck (team leader), Cindy Wüst, Nicole Suter, Stefanie Grab, Silvana Morena, Karin Kälin.

## New customer service team

At Victorinox, the globally operating Swiss knife manufacturer, product and customer service quality have always been a top priority. Expertise, multilingualism and high customer orientation are a must for everyone in sales. This clear orientation is also evident in the configuration of the new B2B customer service team. All 7 team members (5 full-time and 2 part-time employees) have completed a 3-year training course as part of the EF Commercial Specialist certificate as well as additional training courses. According to the company based in Ibach-Schwyz, "the highly motivated team is looking forward to lots of fruitful discussions and a joint market success".

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

## Personal data



### Team expanded

Listawood has appointed **Sascha Krämer** as Business Development Manager for Germany. He'll be joining Listawood's team of Business Development Managers throughout Europe. Sascha Krämer will be working alongside Listawood's existing German Business Development Manager Sascha Ochojski, helping to promote Listawood's product proposition and developing their presence in the German market. [www.listawood.com](http://www.listawood.com)

Listawood



### New Employee

**Lee Thompson** has joined The Leather Business as UK Sales Manager. MD John Thorp Commented: "Lee brings over 20 years of knowledge and experience of the industry and I am sure that he will be a great asset to our business. Lee looks forward to seeing old and new customers over the coming months. He can be contacted through The Leather Business head office. [www.leather-business.co.uk](http://www.leather-business.co.uk)

The Leather Business

## Distribution partnership with The Brew Company

Römer Drinks and The Brew Company A/S in Middelfart, Denmark are entering into a distribution partnership. The recently concluded agency agreement makes Römer Drinks in Traben-Trarbach on the Moselle river the exclusive distributor for the products of the Danish manufacturer. This gives the promotional product industry in the German-speaking region access to new beverage products. The Brew Company has developed an innovative, award-winning beverage that is now available to the promotional product market for the first time. The basis is a patented, handy, yet stable brewing bag with a strainer – called 'Brewer', which is filled with ground coffee or a fresh tea blend. Simply pouring hot water over the Brewer affords approx. 400 ml of highest-quality coffee or tea in a few minutes, optionally in organic and fair trade quality. If iced tea or coffee is preferred, the bag and its contents can be chilled in a refrigerator. After use, the bag can be emptied and recycled like a beverage carton. The label on the front offers plenty of space for customising. Because it is so small and light in weight, it is an ideal mailing item or trade show give-away. More details at: [www.roemer-drinks.de](http://www.roemer-drinks.de)

Römer Drinks



A new product brought to the promotional product market by Römer Drinks: the "Brewer" brewing bag from The Brew Company, for either tea or coffee.





Thomas Wassmann, new owner of reflAktive, has been active in the promotional product industry for over 18 years.

## Change of ownership and company name

Thomas Wassmann has been managing reflAktive GmbH under the name reflAktive. Wassmann has been active in the promotional product industry for over 18 years and has been a PSI member since 2002. "By taking over reflAktive, it is guaranteed that the industry will be able to obtain high-quality road safety products in excellent quality, with individual advice and short delivery times, made in Germany. The same applies to the other products from reflAktive," says Thomas Wassmann. According to the Esens-based company, the reflAktive team is looking forward to supporting its long-standing and new partners in the promotional product industry, and is happy to deal with inquiries and questions.

**reflAktive**

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

## Personal data

### Further growth

**Manfred Rump** is working as a partner at Moll Konzept GmbH in Senden, Germany. "He is distinguished by many years of experience in the industry and extensive expertise in promotional products. Manfred Rump is fully supported by the Moll Konzept team and therefore had immediate access to all services of our company," says Managing Director Florian Moll.

[www.moll-konzept.de](http://www.moll-konzept.de)

**Moll Konzept**



### New field service team

Since the beginning of May 2017, **Astrid Zint** has strengthened the field service team of Reflects GmbH. She has accumulated extensive experience in various industries such as handcraft, retail and industry, and she is aware of their diverse needs. It was there that she became a sales professional and acquired essential knowledge in marketing and advertising.

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

**Reflects**



### New sales concept in the B2B sector

Since the beginning of May 2017, Ritzenhoff AG has been marketing its design brand in the B2B sector itself. It is supported by the commercial agency Thomas Vogler that takes over the design brand Ritzenhoff and the Australian brand Maxwell & Williams. Previously, they were the responsibility of Plan Concept/ Dr. Lichtenberg GmbH. Thomas Vogler has been active in the market with his commercial agency since 2009 and also looks after the design brand blomus. With Ritzenhoff, the experienced brand ambassador now has two Sauerland design brands in his portfolio. "With Thomas Vogler, we have a competent and innovative partner on board. We have already worked closely together in recent years and are looking forward to a successful future in the B2B sector," says Reinhard Spratte, sales manager of Ritzenhoff.

**Ritzenhoff AG**

Contact: **Thomas Vogler**, tel +49 231 2174916, mobile +49 172 8454848



Reinhard Spratte, sales manager of Ritzenhoff AG, and Thomas Vogler, new brand ambassador for B2B sales.

## Promotional product trade enhances profession and image

Up to now, the Austrian promotional product trade – at least at the Chamber of Commerce – has led a shadowy existence. This is about to change. In the Federal Board of the Mail-order, Internet and General Trade, a separate committee of the promotional product trade has now been set up to deal with the specific matters of this sector. Sebastian Paß was elected chairman. He will be assisted by Manfred Janek, Ing. Robert Albin Meschnig and Christian Pichler. In addition to providing professional and legal advice and information to the members, the projects of the promotional product trade are very ambitious. Priority issues will be dealt with in separate working groups. Through workshops/modules for educational institutions as well as advertising industry events, awareness for the value and special effectiveness of haptic advertising tools is to be strengthened. Legislation and codes of conduct related to anti-corruption play an equally important role for the promotional product trade as the image of promotional products in general. For example, the advantages of a promotional product in terms of reach, contacts and effectiveness as well as the promotional product trade itself as a service provider are to be emphasised.

**Sebastian Paß  
was elected  
chairman.**

**Chamber of Commerce Austria**



### Contact and information:

**Bundesgremium des Versand-, Internet- und  
allgemeinen Handels**

**Wiedner Hauptstraße 63**

**A-1045 Vienna**

**T 05 90 900-3001**

**h18@wko.at**

**http://wko.at/h18**

# brand addition

## creative merchandise solutions

### Broader consolidation

Brand Addition, the UK-headquartered promotional services business serving large corporate clients across its offices in Europe, US and Asia announces today that it has been acquired by existing management and funds managed by private equity company Elysian Capital LLP ("Elysian Capital") from H.I.G. Capital. Headquartered in the UK, Brand Addition is a leading global service provider in the design, sourcing and distribution of promotional merchandise to large corporates predominantly in the automotive, engineering, health and beauty, FMCG, technology and financial services industries.

Following the carve-out from 4imprint in March 2012 supported by H.I.G. Capital and management, Chris Lee, CEO of Brand Addition, and the team worked to successfully reposition the business, increasing the range of services, geographic reach and shifting the emphasis to an exclusive focus on large corporates under long term contracts. The acquisition of St Louis based Gateway CDI in January 2016 followed new office openings in Turkey, Russia and China. Today Brand Addition offers the unique combination of a broad service delivery and global reach in what remains a highly fragmented industry.

**www.brandaddition.com – www.brandaddition.de**





In addition to footwear products, ABER textil+design has expanded its portfolio to include ties, scarves, shawls and accessories as well as shirts and blouses from the Danish brands Connexion Tie and Angli.

## Fashionable development

Textiles is the world of Kirsten Dreyer of ABER textil+design. The textile designer looks back on almost 20 years of experience with ties and scarves in the promotional product sector. Connexion Tie also benefits from this experience since Dreyer took over the German agency for the Danes on 1 May 2017. Apart from popular footwear products, it has thus also expanded its portfolio to include additional fine yarns.

Connexion Tie produces ties, scarves, shawls and numerous other accessories. The constantly available range of 38 uni-colours for various ties and scarves is available without any minimum order quantities and is also the largest warehouse for fashionable ties which Connexion Tie operates in Europe. In addition, Dreyer and Connexion Tie offer customised products as they are in demand in the promotional product sector. If you prefer traditional items, you can rely on the Angli brand which has been produced in Denmark since 1939. Shirts and blouses are available within one business day as standard; special designs – from an embroidered label to elaborate colour and pattern variations – are manufactured in Denmark at short notice.

### ABER textil+design

**ABER textil+design**  
**info@aber-design.de**  
**www.aber-textil-design.de**  
**www.cxdk.de**

## PSO certified for 5th time

The calendar manufacturer terminic has been certified for the fifth time in a row – and without any interruption since 2009 – on the basis of ISO 12647 according to Process Standard Offset printing (PSO) for exacting cardboard printing on a 100 raster. vdmno (Verband Druck und Medien NordOst e.V.) inspected the modules on site for qualified colour management, test print production, printing plate production and setting up of print orders/printing according to PSO. Fogra Forschungsgesellschaft Druck e.V. subsequently confirmed the evaluation results of vdmno and thus the constantly high production level at terminic in Bremen. In order to always be able to meet the self-imposed high quality requirements, terminic has been working since 2009 with its own “PSO team” which consists of in-house specialists in the fields of printing and prepress. They are committed to quality management in printing on a 100 raster on GC1 cardboard and pursue a continuous optimisation process that is checked by PSOaktiv four times a year. Voluntary participation in this certification ensures permanently constant production through necessary quality controls by means of standardised procedures and process components and underlines the quality requirements for promotional calendars by the long-standing company terminic.

**www.terminic.eu**

### terminic



The PSO team of the calendar manufacturer terminic with Udo Eickelpasch, inspector at vdmno e.V. (2nd from left).

With its proven recipe for success, the Newsweek also made its way through Germany this year to bring the latest product creations of the industry to professional distributors. The fact that the concept is getting better and better was confirmed by a new record visitor attendance.

## **Eight successful stops**

# **Newsweek 2017 with record visitor attendance**



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experienced!

**W**he new record of the two-week Newsweek, which ended in Frankfurt on 18 May, is now 4,214 visitors. Under the aegis of the GWW (Gesamtverband der Werbeartikel-Wirtschaft e.V.), the traditional event thus again managed to surpass the previous year's record of 4,074 visitors and truly lived up to its current motto "Trailblazers". (Albeit, the slogan should also highlight the leading position of the promotional product in the effectiveness ranking within the different forms of advertising.)

### **Variety is trumps**

86 exhibitors from all product groups of the promotional product industry (including several start-ups with fresh ideas) were on the road this time. As in previous years,

the extremely well-organised group made stops at attractive locations in eight cities, in cooperation with a total of 143 participating professional promotional product distributors and consultants, to literally bring the latest product highlights and trends to guests from companies in a variety of industries.

### **Immediate experience value**

The short, uncomplicated paths of this large mobile in-house trade show, the varied stand layout, the concentrated expertise of manufacturers, suppliers and distributors as well as the immediate experience value of meaningful and effective products was once again the great benefit and appeal of this Newsweek. This is also reflected in the almost unanimous praise of the participating groups as





Always at the centre of attention were the (separately located) counters of the promotional product distributors and consultants.



In the 15 years of its existence, Newsweek has been able to continuously increase its visitor numbers.

The customers were very much interested and sometimes approached the stands with precise ideas.

well as of the organisation team led by GWW's Managing Director Ralf Samuel, who were delighted by crowded stands, more distributor counters, an increasing allocation of tickets for promotional product distributors and the great interest of visitors in the promotional product as a marketing tool. Excellent catering complemented the "feel-good atmosphere" of all participants.

### Two impressive weeks

At the beginning of the show of new products, the 2017 roadshow stopped in the city of Dresden for the first time, where it opened the doors of the Erlwein-Forum Ostrapark. "Compared to the previous year in Leipzig, Dresden boasted a higher attendance with 449 visitors (2016: 412) and showed how valuable eastern Germany is to the GWW



Several start-ups with fresh ideas were also represented.



The Newsweek finale at the Congress Center of Messe Frankfurt also enjoyed a “full house”.



Digital media also plays an important role in the world of promotional products.

roadshow,” says Ralf Samuels. On the second day of the trade show, 626 guests attended the ESTREL in Berlin – a slight plus compared to the previous year (611). At the “Schuppen 52” in Hamburg, unfortunately, there were traffic disruptions. Nevertheless, 492 guests managed to attend (2016: 533). The first week of the Newsweek ended with the presentation at BayArena in Leverkusen with a similarly good result of 465 visitors (2016: 486). The second week began with the trade show day at the Meister-singerhalle in Nuremberg. Here, both exhibitors and consultants were delighted to welcome 482 satisfied visitors (2016: 456). The next stop was the Eisbach Filmstudios in the Bavarian state capital Munich where 486 guests attended (2016: 427). The Porsche-Arena in Stuttgart was the highlight of the penultimate stage. Here again, the number of visitors rose significantly to 583 (2016: 498). The Congress Center in the heart of Messe Frankfurt formed the venue for the finale of this year’s Newsweek. With 631 visitors, the previous year’s figure (651) was almost reached.

### Increasing focus on Newsweek

Summary: In the 15th year of its existence, Newsweek again increased its visitor numbers. The continuous increase indicates a coherent and well-organised concept that continually draws the attention of the advertising industry to haptic advertising – including agencies, marketing experts and decision-makers in the industry. This is also the assessment and résumé of Ralf Samuel who, on behalf of the GWW, “would like to thank all exhibitors and promotional product consultants who were able to enrich the Newsweek with their customers from the industry”.

<





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**düsseldorf 2017**

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Marketing Festival is the biggest event in the second half of the year in Poland. It takes place from 13-14 September 2017 at the EXPO XXI, Warsaw. It is an unique combination of exhibition stands, trainings, presentations and conferences.

## Marketing Festival 2017

# New clients on Polish market



The 2016 edition of Marketing Festival corresponds to a 20 percent increase compared to the previous year.

The event brings together the different forms of marketing, printing, promotional products and event. The festival is dedicated to the representatives of advertising agencies and printers. The exhibitors are companies from the wide advertising market: suppliers of promotional products, printers and events industry. The Festival includes only selected group of Visitors excluding

persons not connected with the advertising business. Organizer lays emphasis on the quality of contacts rather than their quantity and reserves the right to refuse admission to the fair to people unrelated with the advertising industry. During the fair take place two significant conferences dedicated to the marketing industry:

### Conference Marketing Mix

Event dedicated to representatives of advertising agencies and marketing departments. This year edition focused on relations in business. More information: [www.marketingmix.com.pl](http://www.marketingmix.com.pl)

### Conference Event Mix

All about the effectiveness of event marketing, the latest trends, building relationships and presentation of the best suppliers for the event industry in one place. More information: [www.eventmix.com.pl](http://www.eventmix.com.pl)

### Super Gift

Again will be organized Super Gift contest for the best promotional products. It will take place the next edition of POS Stars – contest for the best displays with an exhibition of submitted realizations.

### Review of the 2016 edition

The 4800 visitors included advertising agencies, users, marketing specialists, printing professionals, which corresponds to a 20 percent increase compared to the previous year. Organizer of the Marketing Festival is publishing company, OOH magazine, which issues diverse publications on promotional products & marketing industry. <

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On 16 May, the Amerang-based promotional product specialist werbemax broke new ground. For the first time, a keynote lecture on the subject of “promotional products are effective” was given to future marketing specialists. At the Vocational School for Media Professions in Munich, werbemax was able to get two classes with a total of 110 students and 7 teachers enthusiastic about promotional products.

## werbemax at vocational school

# Promotional product presented as marketing tool



Christian Höfling encouraged the attendees to actively participate in the lecture with a pull lamp.

The idea came about during an oral IHK (chamber of industry and commerce) examination in January this year. Christian Höfling, an authorised officer at werbemax, has been involved in the IHK's examination committee for several years. In a discussion with teachers and examiners, more practice-oriented teaching was called for. Also in the examination presentations, the promotional product rarely appears in the marketing mix. Christian Höfling proposed securing the services of companies offering vocational training and advertising companies for practice-oriented lectures and led the way as an example.

### Practical case studies

Supported by the trainee Lena Rannetsperger, a one-hour lecture was developed. The aim was to present as many case examples as possible, in a plausible and practical way. At the beginning, Christian Höfling focused on the history as well as general information about the promotional product market. Selected results of the GWW Im-

pact Study and the Promotional Product Monitor were presented to illustrate the importance of promotional products. The relevance for the students was always highlighted. A pull lamp distributed to students and teachers served here as a “self-promotion”.

### Illustrative presentations

Lena Rannetsperger showed the path of the promotional product from production to the end user. Christian Höfling emphasized the importance of brainstorming and selecting products specific to target groups. In addition, legislation and standards as well as tax treatment were discussed. Rannetsperger presented the most common finishing methods. Finally, Höfling showed numerous best-practice examples on how to integrate promotional products into the marketing mix as well as campaigns.

### “Advertising for imitators”

During the subsequent question session, the students were interested in topics such as the “sustainability” trend, mass instead of class, quality and online purchases. Among the teachers, the question arose about why promotional products did not appear in the curriculum. “Certainly food for thought for the GWW to use their powers of persuasion,” says Höfling, who also promised to give a lecture to the next school year. According to Christian Höfling, trainees in the field of marketing communication are the future core target group for promotional product consultants. Here he sees the opportunity to present the various areas of application and potential of promotional products at an early stage. Promotional product consultants who are interested in offering such a lecture at vocational schools can contact Christian Höfling.

contact: Christian Höfling (Prokurist) · telephone (0 80 75) 91 40-15 · [ch@werbemax.de](mailto:ch@werbemax.de)  
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With the large number of sportswear suppliers, you can easily become a little confused. Luckily there is the French textiles supplier SOL'S which offers the right solution for every sport with its new sportswear collections.

## French textiles supplier extends assortment

# New sportswear collections at SOL'S

**S**ports clubs and associations are always looking for sportswear at affordable prices. The French textiles supplier SOL'S has now developed its own sportswear collections for this target group. From T-shirts to shorts, bags and caps – the “Sports” and “Teamsports” sportswear collections are suitable for all kinds of sports. Of course, they can also be customised and can be printed in many different ways.

**Contrasting T-shirt:** A key product of the Sports line is SOL'S Classico, a contrasting T-shirt designed for team sports. The T-shirt, which is available for adults as well as for children, has already developed into a classic due to its excellent sales figures. Thanks to its breathable fabric made of 100% polyester, SOL'S Classico is the perfect piece of clothing for any football competition.

### For professionals and casual runners:

Timeless design makes the SOL'S Sydney men's and SOL'S Sydney women's running shirts the first choice – for professionals as well as for casual athletes. These T-shirts feature breathable mesh fabric at the sides as well as reflective elements and are available in four colours. Consisting of 92 per cent polyester and 8 per cent elastane, they are ideal for jogging.

**High-tech fabric:** For fitness fanatics, the SOL'S Rio tank top is the perfect choice for women. The thin high-tech fabric of this sporty racerback top ensures a significantly improved performance. The material: 92 per

cent polyester and 8 per cent elastane, 180 g/m<sup>2</sup>. Available in four colours, including two neon colours, SOL'S Rio is aimed at fashion-conscious sports fans.

**Straightforward and simple:** The SOL'S Sporty Unisex T-shirt with raglan sleeves made of 100 per cent polyester has a straightforward and simple look. It is available in 16 colours, including 5 dynamic neon colours. The SOL'S Sporty T-Shirt features a dry-fit quality and a comfortable fit and is also available in women's and children's sizes.

**Practical microfibre hand towels:** To give the outfit the finishing touch, SOL'S also offers the SOL'S Atoll microfibre hand towel. Outstanding drying characteristics make this towel an ideal accessory for sports and fitness activities of any kind. <



The SOL'S Sydney women's running shirts have a timeless design.



The SOL'S Rio women's tank shirt ensures a significantly improved performance.

The SOL'S Classico, a contrasting T-shirt, was designed for team sports.

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viscom, the international trade show for visual communication, is again opening its doors to industry representatives and interested visitors this year. Approximately 300 exhibitors are expected.

### Save the date

# viscom 2017: Trade show for visual communication



The viscom in Düsseldorf is a hotspot for the promotional industry.

**V**iscom will be taking place in Düsseldorf from 18 to 20 October 2017. The trade show for visual communication is an annual industry highlight and a central meeting place for the international promotional industry. It represents the entire value-added chain of visual communication. Printing, sign-making, textile finishing and materials take centre stage in the printing and advertising technology section at the trade show. The Point of Sale and Marketing section of the trade show focuses on analogue and digital solutions from the Display, Quality and Luxury Packaging, Interiors and Digital Marketing segments.

### Opportunities for young innovators

viscom is not only a worthwhile event for established companies. It also promotes newcomers to the advertising industry and gives them a platform. Creative start-ups and young entrepreneurs have the opportunity to present their exciting new products to around 10,000 international trade visitors – and on special terms. The viscom cooperates with the Federal Ministry of Economics and Energy

(BMWi), which subsidises up to 60 per cent of the costs for stand construction and rent. Companies with a head office in Germany that are less than ten years old and employ fewer than 50 people can apply. Moreover, the annual balance sheet total or annual turnover may not exceed 10 million euros. Those who are interested in participating in the viscom subsidy programme have to register by 22 August.

### Diverse solutions

A company that has already taken advantage of this offer for newcomers is the Berlin-based start-up Omnimundus. It has developed a solution that allows digital signage screens to be connected to mobile devices to reach end users with exciting content and advertising. “For us, viscom is just the right trade show for our market launch,” says Managing Director David Pain. “Here, we can target outdoor advertisers, media producers and marketing managers, and we see a huge opportunity to attract new customers at the trade show.” This assessment is shared by many other companies.



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## Shapely, ecological, and practical

The topic of sustainability is all the rage. If something is not only sustainably made, but also has an effective promotional impact, then it has the perfect symbiosis. The apple-shaped fruit basket made of bamboo is chic, innovative and environmentally friendly. Bamboo is a kind of grass that has the properties of wood, is one of the fastest growing plants on Earth, and is thus one of the best alternatives for renewable raw materials. The bamboo baskets are merely sealed with soybean oil. They come in a high-quality gift package, quite flat as a coaster. A flick of the wrist turns it into a beautiful fruit basket. Finishing can be done as branding on the apple leaf.



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## VIP parking spots

No home should be without the stylish leather coasters from Garnier. Small and large coasters for drinking vessels and pots, table sets or desk pads are real eye catchers. Whether it be colourful or in muted tones, made of real or synthetic leather, exclusive or low in price, round or angular, with individual embossing or plain: everyone will find just what they are looking for. On request, Garnier will make all products from ecological leather. Effective advertising can also be applied by means of embossing or printing.



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## Put cheese on the table in style

The Akazie cheese board from Nestler-matho not only fits on every table, but also fascinates thanks to its warm colour. Four holders for the enclosed cheese knives are integrated into the cheese board. These are made of high-quality 18/10 stainless steel. Advertising can be applied by means of laser engraving on the knives in 15 x 15 millimetres and on the wooden board in 60 x 30 millimetres.

## Deposit containers

Drinkers of to-go coffee in Germany have a greater awareness: That is why more and more are demanding deposit cups. Ideal for this purpose is the wide range of porcelain Coffee2Go cups from Mahlwerck, including the new XXL cup. The company saw this trend coming and put an entire family of 2Go products in the market. This family is now being enhanced by the Coffee2Go XXL cup with a volume of 500 millilitres. New standard colours for banderole and lid make customising it a low-cost pleasure. In addition, porcelain can be almost endlessly reused. It is tasteless and offers unadulterated drinking pleasure. Thanks to the printing permanently etched into it, it is tough and scratchproof, thus especially good for deposit systems and the rough everyday treatment in gastronomy.



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## The season for mulled wine

Elasto is presenting the Tea Cup to go with the season for mulled wine at Christmas. This strong, thick-walled cup is made of Tritan, but looks like a high-quality glass cup. The special plastic material keeps hot drinks warm just as long as porcelain, but does not heat up as much on the outside. The large handle radius, the 300-millilitre capacity, the pleasant, round shape of the drinking edge, and the stable form make this cup an indispensable companion in any season.





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## Bowls with a cool look

The colourful plastic bowls from Global Innovations bring life to any table. The special feature of these salad and dessert bowls is that they are made of plastic dyed through in two colours and are dishwasher safe. This is made possible by a double injection moulding machine that simultaneously puts together plastics of different colours for a perfect fit. The bowls can be finished with a logo or all-over printing.



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## Have fun snacking together

The Rominox Phialo dip set from Römer makes snacking together even more fun. Just place the desired snack on the bamboo platter, fill the small ceramic bowl with any dip you want, and you can start snacking away. This combination not only has an eye-catching look, it is also extremely practical to serve. The bamboo board can be finished with a subdued logo or advertising message engraved in the wood.



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

## Bottle turns into highlight

The Bottle Light in the new Lumitoys product range is a bottle stopper with an integrated LED lamp. This is activated simply by turning the switch. Then the stopper is put onto any bottle at all and turns even an empty bottle into a real eye catcher. An additional benefit for the environment is that the Bottle Light needs no batteries, but has a USB port for recharging. There is a choice of various LED colours, and customized printing is also available.



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## Spice mill taken in the literal sense

The "Miller" spice mill takes the perfect blend of shape and function in the literal sense: a spice mill has never been presented so iconically, yet it is as handy and reliable as one could wish for. When it comes to cooking, the Miller proves to be a true ergonomic miracle, and during a meal everything revolves around its captivating design. The strong ceramic grinding mill is corrosion-free, taste-neutral and will not become blunt even after years of use. The Miller grinds coarse salt, pepper, cardamom, dried chili and many other spices, whereby the degree of grinding can be infinitely varied.



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## Peeling in style

The slightly different vegetable peeler from Victorinox fascinates thanks to its award-winning design, which quickly shows what it can do. The unusual shape of this edition exhibits ergonomically designed handle surfaces. This enables it to be wielded directly and exactly by right- and left-handed people. The high-quality, matte brushed stainless steel is combined with a rustproof, easily replaceable blade. The peeler can also sport a laser engraved finish over large portions of its surface. There is also a sharp cheese grater in the same design.

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## Combination for wine lovers

Troika is presenting the Wine Time Set consisting of a bottler stopper and pourer as a combination instrument. This stylish combination of bottle stopper and pourer combines design with sophisticated function. The pourer opens when pouring and automatically closes when set down. The metal combination is easy to clean and food safe.



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Christian Seltmann GmbH  
Tel +49 961 204141  
n.lehner@seltmann.com • www.seltmann.com  
<https://www.psiproductfinder.de/njvlmd>

## Country life for aesthetes

The Coup Fine Dining series from Seltmann is practically tailor made for utility-oriented aesthetes. Unassuming, featuring a flat layout with slightly muted colours, the random speckles in the decor exude an atmosphere of natural well-being. This product series from the porcelain specialists is produced in Germany in accordance with the most modern ecological standards. It comes in the colours champagne, petrol, olive and terra cotta.





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

## Adornment for the table

Spranz is promising design products without a design surcharge with its unusual products, including the new top model of the Vinomaxx carafe LaCaraffe. The Viva glass carafe holds roughly 1.2 litres and is made of temperature-resistant borosilicate glass. The patented spout made of silicone and steel now gives the carafe an even more elegant, valuable look. It comes in a design box.

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 0-0250

## Bears in tea

A very special novelty is the Tee-Bären® tea bears from Kalfany Süße Werbung. As a clever alternative to the conventional tea bag, you can create another form of enjoying tea – poured over with hot water. The tea bears are available in the flavours ginger lemon, cinnamon orange or peppermint. Naturally, the tea bears can also be eaten in the traditional way. Packaging such as promotional sachets with 18 g tea bears or two different stand-up bags in the classic design or in a paper block bottom bag version with 100 g contents provide this promotional product access to an infinite number of target groups.



## Was in winter barbecue

Whoever is looking for tasty treats for his customers, business partners or employees for Christmas or winter is on the right and most delicious path with articles from Weber®. Weber® once again proves that barbecues can also be nice and tasty in winter with its book “Weber’s® winter barbecue”. No matter whether it is crispy roast duck with honey glaze, flavoursome baked apples or delicious soups – with Weber® every winter day becomes a (culinary) experience. And in the set with the black Weber® BBQ apron you can protect clothes not only at the grill but also in the kitchen, and it can be used by almost the entire family thanks to its adjustable neck size. This is a gift with added value!



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b2b@livingbytes.de • www.b2b.livingbytes.de  
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PSI 42907 • Inspirion GmbH  
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www.promotiontops.eu  
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## Hot messages

Promotional messages with an individual slogan are available at Inspirion. With the "Hot message" ceramic mug, an individual welcome awaits the customer every morning. The writable mug provides space for notes, appointments and loving greetings on the black surface. Two pieces of chalk, in the colours white and pink, are included in the gift box to write on the mug. Notes can be easily wiped to create space for new messages.



PSI 49593 • chaps Merchandising GmbH  
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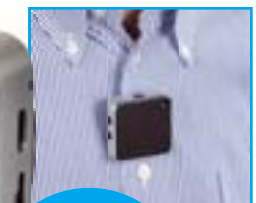
## A legendary item from childhood

Snow globes in all shapes and colours have been iconic items ever since childhood and the world of promotional products would be simply inconceivable without them. Thanks to the customizable motifs, these snow globes from Chaps Merchandising are perfect as unusual advertising instruments for every sector. Nearly anything is possible, whether it be logos, shapes or images, and can be implemented in layout suggestions by the Chaps designers free of charge for customers.

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## Upcycling in focus

In the field of haptic advertising, Reciclage appeals with creative upcycling ideas that are innovative, original and ecological. On the subject of “glass and fine tableware”, Reciclage presents a melted beer bottle supplemented by a USB stick made of leather with a logo finish in stylish packaging made of recycled paper to form an original promotional set.

## Down on the table

ADV-PAX has expanded its tool pool. A new addition is a table waste container which makes a good impression on every finely-laid table. It convinces with its stability, handy dimensions, shapely swing lid, volume of approx. 1 litre and detachable lid. The simple, matte surface finish gives the bin its elegant appearance. Another new product in the ready-to-deliver range of ADV-PAX is a square-neck-lid spice box which is ideally suited for different spice mixes. The filling volume can be up to 220 ml. If the box is to be custom-made, it can be blanked from 1,000 units, optionally with lid or body embossing. Starting with a minimum quantity of 2,000 pieces, the entire surface of the box can also be printed using the offset printing method.



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www.victorinox.com  
<https://www.psiproductfinder.de/y2uxmj>

## Colour for the kitchen

Swiss knife specialist Victorinox is presenting four models of small, indispensable household knives with handles in four fresh, trendy colours. The knives make preparation work easier and come as tomato and salami knives with serrated edges, a short paring knife with a pointed tip, and a longer paring knife. All are dishwasher safe and easy to use thanks to their ergonomic design. The blades of these green, pink, yellow, and orange knives can be etched.

**SWEET PROMOTION 2017**

**Coloured chocolate lentils**  
Confetti

**MINI SURPRISE-BOX**  
→ 45 x 45 X 45 mm, 50 g

**PARADISE FRUITS**  
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## In Vino Veritas

In Vino Veritas – as an old Latin saying states. To enjoy the sense of quality wine it is essential to use the decanter. Any kind of wine is generally enhanced by exposure to air. The more air the better taste of wine you get. Try the wine carafe from Reda which comes together with two wine goblets creating an attractive Wine Set. Symmetrical bases of these products provide stability and crystal-clear glass shows the content beautifully. Wine Set comes from world-famous Czech brand Bohemia. Glassmaking has a very long history in the Czech Republic. Goblets and carafe are all suitable for sandblasting technology.

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b2bsales@reda.cz • www.reda.info  
<https://www.psiproductfinder.de/yzg0od>



PSI 45567 • SND PorzellanManufaktur GmbH  
Tel +49 6183 8008-0  
info@snd-porzellan.de • www.snd-porzellan.de  
<https://www.psiproductfinder.de/mdu5m2>

## Partner for good hospitality

Beautiful porcelain conveys a warm welcome and appreciation to a guest. Finished with a logo or a slogan, a well-set table becomes a banquet which makes you simply feel good and which perfectly transports the image of the host. SND appeals with a large selection of porcelain series including many accessories, from small salt shakers and practical bowls to an elegant flower vase. Starting with low-priced direct printing, which also convinces with a very short delivery time, through to haptic experiences such as soft touch or high-quality engraving. The wide range of finishing technologies offers an almost infinite variance. The “1200°C pressure” is perfectly suited for use in canteens and gastronomy. Industrial dishwasher safe and 100 % scratch resistant as well as resistant to chemical influences. This is the advantage of attractive and durable porcelain.



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When the first Advent calendar was printed in Munich in 1903, no one knew that this product would become one of the most popular promotional products in the pre-Christmas period. Even Johann Dirscherl, who founded CD-LUX in the Bavarian town of Cham in 1997, did not anticipate that his company would grow into a leading Advent calendar producer.

## Expansion course continues

# Advent calendar specialist celebrates 20th anniversary



**W**hen the vision was initially to offer innovative Christmas articles for brochure campaigns. In the early years, Christmas articles were delivered to supermarkets, discounters and hardware stores. Even then, Advent calendars were created with proprietary designs or with licences such as „Rudolph the red-nosed reindeer“ or “Die Sendung mit der Maus” (The Show with the Mouse). A small office in the town centre of Cham and three employees sufficed.

### Start of a success story

Around the turn of the century, the company received an increasing number of interesting inquiries from the promotional product industry. This initiated a rethink. Moving away from discounter quantities to smaller personalised orders. This idea was tempting, as it promised addi-

**Managing Director Alexander Dirscherl (right) and his younger brother Dennis Dirscherl who is responsible for production, design and development.**

tional sales channels. “In 2002, it all came together. In addition to our range for the classic trade, we developed a range specially tailored to the promotional product trade for the Christmas season. And that was a resounding success. Innovative and unique Advent calendars in first-class quality, filled with brand chocolates and individually printed, even in small quantities. Alexander Dirscherl: “With our new range, we were welcomed with open arms. It was the beginning of a success story.”

### Rapid growth

Working with the new, creative and interesting target group was fun from the outset. The team constantly developed new ideas for promotional and Advent calendars with joy,







CD-LUX company buildings in the Bavarian town of Wilting near Cham.



Digital printing machines of the latest generation, e.g. from HP, are used at CD-LUX.



The Advent calendar production is ready for the new season!

motivation and creativity. Rapid growth followed. "We were incredibly proud to be able to supply our products to renowned companies including Lufthansa, BMW, Sixt, Pro7 and Commerzbank," recalls Dirscherl. By 2008, the company had to relocate twice for space reasons and rent new halls to adjust production and logistics capacities. "We were bursting at the seams," says Alexander Dirscherl, who took over the development of the promotional product sector in 2002.

### Visions and investments

In 2012, the company invested around four million euros in its own production and administration building. On a 10,000 m<sup>2</sup> property, about 4,000 m<sup>2</sup> of state-of-the-art production and logistics areas were created. In the meantime, a new warehouse with 1,000 m<sup>2</sup> has been added. At a second plant in Cham, an additional 1,200 m<sup>2</sup> are

available. "With more than 200 employees during seasonal peaks, CD-LUX is now a major employer and vocational training company in the region. Our vision is to offer Advent calendars and sweet promotional products in their most beautiful form, in the best quality and with an outstanding price-performance ratio. We believe that customers can best be reached in a fast-moving age with distinctive promotional ideas which combine charm and high-quality haptics with brand quality," says a confident Dirscherl.

### Numerous anniversary innovations

In the anniversary year "20 years of CD-LUX", numerous newcomers such as the exclusive Lindt anniversary calendar, the beautiful "Christmas star" and the new Advent



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& pre-print: Implements  
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Huge selection  
of Advent calen-  
dars in various  
forms. Choco-  
late is always in  
brand quality,  
e.g. Lindt or  
Milka.

calendar "Pyramid" are waiting to be discovered. Of course, there is no shortage of proven classics such as the Advent calendars called "Cube" and "Truck", the sweet "Christmas house" as well as a wide selection of classic table and wall calendars.

### No compromises

There are no compromises when it comes to filling: Only branded chocolate from well-known manufacturers, e.g. Lindt, Milka, Sarotti or Ritter Sport is used as filling. "Today, we have a capacity of around 65,000 Advent calendars per day – in a variety of shapes and designs. Altogether the Bavarian company processes around 270 tons of chocolate each season. Standard products are machined on modern packaging machines, whilst more complex models are made by hand with quality craftsmanship," explains Dirscherl. Even though fine Swiss chocolate is often used in the calendars, production is always carried out at its own location, i.e. "Made in Germany".

### Broad product assortment

"The assortment breadth and the exclusive forms of the Advent calendar are unique to the market", says Dirscherl. The customer structure is broadly diversified. Lately, more and more smaller companies or handcraft companies are discovering the advertising effectiveness of the Advent calendar. "The challenge in the future will be to offer small order quantities – 25 pieces or less – flexibly and individually," adds the managing director. "In the area of printing, we rely on ultra-modern machines for digital and offset printing as well as for further processing and logistics. Incidentally, we also protect the environment because modern printing machines conserve resources." CD-LUX is particularly proud of its environmentally-friendly solar system which feeds almost all the electricity required into the grid.

### "Advertising with pleasure"

"Of course, in the past, there have been numerous nice, interesting and curious things: a custom-made 3D tractor



Group photo with ladies: The friendly customer support team.



and cruise ship, a calendar with 64 doors, and celebrity Advent calendars with motifs of Michael Jackson, Roland Kaiser and FC Bayern Munich", recalls Dirscherl. "An attractive spring & autumn range has also firmly established itself in the market and is generating growing sales. In our anniversary year, we are also presenting our new catalogue "Advertising with pleasure", with great innovations for year-round advertising," says Dirscherl.

### High quality standards – social commitment

Optimal workflows and continuous improvement are ensured by flat hierarchies, short distances and a quality management system. The company is certified according to "ISO 9001" and "FSC®". "All products leaving our company meet the highest quality standards as well as our commitment to sustainability throughout the supply chain," says the managing director. For several years now, we have been committed to the work of SOS Kinderdorf, where we offer sponsorship in conjunction with our Advent calendars.

### New cooperations – new product range concepts

In addition to Alexander Dirscherl, his younger brother, Dennis Dirscherl, is also involved in the long-term strategy of the management. There are ambitious plans for the future. The Christmas and all-year programme schedule will be further expanded. New cooperations, new product concepts and a new online platform with strong opportunities for our distributors are about to be launched. The goal is to increase sales by a third by 2020. This is intended to further expand the market position, to strengthen the capacity for innovation and to secure jobs. Alexander Dirscherl: "Lastly, we would like to say thank you: A hearty thank you goes to our promotional product distributors and to all our partners who have been with us for many years. We look forward to 20 more successful and exciting years with you!"

More than 20 new products are presented in the new catalogue "Advertising with pleasure".





**125 years of tradition**



In the second generation, Hermann Karlowsky (r.) took a decisive step forward.

# Karlowsky Fashion celebrates big anniversary

The long-standing company Karlowsky Fashion has a reason to celebrate because it is 125 years old - 125 years rich in history, development and, above all, quality. For generations, the name "Karlowsky" has been synonymous with fine-quality brand clothing in catering, in the hotel industry and in the area of individualised textiles.



Everything began here: the original company building. The house has been retained until today.



The branch in Hohendodeleben, the location of today's company headquarters.



The company's second branch. In the foreground, August Karlowsky.



Employees of the company behind their sewing machines.





The headquarters of Karlowsky Fashion in Hohen-dodeleben.



The German national team of chefs also place their trust in the company's fashion expertise. (Source: VKD)



Today, Thomas and son Niels Karlowsky are responsible for the fate of the company.



Kitchen rebel Stefan Marquard is the face and inspiration of the ROCK CHEF® line.

The highest standard of quality down to the last detail, the courage to be innovative, and safety for people and the environment are values that the company has believed in for 125 years and by which it passionately develops products. The foundation stone for the success story was laid in 1892 by August Karlowsky who began trading in selected haberdashery in Magdeburg. In the second generation, Hermann Karlowsky took a decisive step forward: the one-time retail business developed into a wholesale distribution company with several branches whose goods were produced at the company's own factories. The fact that a European distribution network would develop from this could not be anticipated at that time.

### Perfect outfit for catering and culinary artists

Since 1990, Thomas Karlowsky has continued this heritage. With him, the original portfolio consisting of a rubber apron, piping bag and waiter brush was expanded to include high-quality products. Whether it be for professional catering, international "haute cuisine", ambitious hobby chefs or for kitchen rebels, Karlowsky Fashion offers the right product for every occasion. In addition, the company is particularly proud to have maintained an intense friendship and cooperation with the well-known TV and star chef Stefan Marquard who is both the face and inspiration of the unique ROCK CHEF® line. But that is not all. The German national team of chefs also place their trust in the company based in Saxony-Anhalt. Since 2015, Karlowsky Fashion has been the official outfitter of the German national team of chefs with the exclusive luxury brand DIAMOND CUT®.

### Passion, know-how and innovation

Thomas Karlowsky is now happy to share his years of experience with his son Niels. Together, they use their passion, their know-how and new trends to ensure their work can be continued in the next generations as well as filled with new, innovative and successful chapters. "Being satisfied with what has been achieved so far is not an option. Optimal products in terms of appearance and comfort are a passion that will always drive the Karlowsky family," says the managing director.

### Proven premium quality

In short, Karlowsky Fashion means: An excellent delivery service, finishing, custom-made products, expert advice and the proven Karlowsky premium quality. Directly from the heart of central Germany, the products reach the customers worldwide within a very short time. <

## 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.

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## Advertising with longevity

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

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



## Perfect everyday helpers

The practical **Quadro stand-alone calendar** with its spacious 4-month overview is the perfect everyday aid for the desk in the office and at home. It is a popular multitalent with an advertising banner on the calendar head and back of the poster that offer generous advertising space. The new Quadro table planner is optionally available with a calendar in German, English or Spanish and has a slightly extended front for an ever-stable stand. It is produced according to certified quality and sustainability standards: terminic is certified according to ISO 12647 process standard offset printing for particularly demanding cardboard printing, exclusively uses FSC-certified paper and cardboard packaging from sustainable forestry and also offers its customers the option to produce their calendars in a climate-neutral manner.

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<https://www.psiproductfinder.de/ymy1y2>

## Clear view in any weather

The new, transparent **AC walking-stick** umbrella FARE®-Pure is the ideal companion for those who want to keep their eyes peeled during rain showers. And everything is offered in the usual good quality, for example the polyethylene film used without disturbing odour formation and age hardening. However, the transparent umbrellas are anything but dull: the edging strips and closing strap, the soft-touch handle, the fibreglass ribs and the cap are colour-coordinated and ensure a fresh design.

PSI 43144 • FARE \_ Guenther Fassbender GmbH  
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<https://www.psiproductfinder.de/zgqyzt>



## Sweet classic

The classic among the sweet treats and simply suitable for any occasion: the colourful My M&M's® **chocolate drops** with an individual logo, image and personal promotional message. The 10 gramme sachet measuring 100 by 44 millimetres in size can be filled with up to 3 different colour drops. A total of 15 colours can be selected.

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## Elegant connection

The new senator® metal ballpoint pen Polar combines modern, sleek design and superior processing quality **"Made in Germany"** with an unbeatable attractive price. The discreet, matted shaft is optionally available in black or silver and is complemented by high-gloss chromed fittings and an elegant metal tip. The shafts can be combined with eight additional attractive upper-part colours. Local production in Germany ensures short delivery distances and at the same time makes it possible to adapt the Polar to any brand beyond the usual finishing. PMS colouring of the upper part is also possible at the customer's request. The Polar is equipped with the soft-writing senator® G2 Magic Flow refill.

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



## Rotating oasis of tranquillity

Nervousness, tension and stress can have many forms of expression. One of the most common is that the fingers are constantly fidgeting. In order to get rid of inner restlessness, there is now the **fidget spinner**. Simply take the small stress reliever between the thumb and the middle finger, spin it and then just relax.

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xtra@xtraboxx.de • www.xtraboxx.com  
<https://www.psiproductfinder.de/ytqwnj>



## Muesli to go

A small breakfast for in between is the **to go muesli** from Magna sweets. 65 grammes of muesli in the varieties fruit muesli, crunchy muesli or chocolate muesli is practically packaged in an individually printed, sealed, single-portion cardboard cup. There is also a foldable disposable spoon made of plastic in the cup. Simply open the seal, pour in the milk, stir and the healthy breakfast is ready for when you are on the go.

PSI 41617 • MAGNA sweets GmbH • Tel +49 8146 99660  
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<https://www.psiproductfinder.de/ywmynd>



## Concrete meets USB

An unfamiliar design material meets the USB stick. The "**concrete storage device**" from Hikitec sets an optical accent: the concrete storage device is not merely a common USB stick, it is the implementation of an USB design using an unfamiliar material. The special concrete used gives the customer a surprising and new perspective on a supposedly known product. The memory device itself is of the highest quality and available in storage capacities from 1 to 128 GB. Finishing on the concrete storage device is offered from a quantity of 50 pieces.

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## Neon stimulates curiosity

The **five new neon colours** of the ballpoint pen model S45 Total Fluo ensure a high level of attention. The pens immediately become an eye-catcher on any desk. A positive side effect: the advertising message also comes into focus thanks to the strong gleam. Spacious advertising surfaces on the shaft and clip provide enough space for screen and pad printing. The blue-writing standard refill also provides a pleasantly gentle feel. This pen is the ideal ambassador for brave and bold advertising ideas or important and concise safety instructions – depending on the requirements and application area.

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<https://www.psiproductfinder.de/yjm4nj>



## A touch of glamour

The new Myto Glamour is a top product from Stilolinea. The elegant ballpoint pen was created by Enrico Fumia, a renowned designer in the automotive industry. According to Stilolinea, the unusual and innovative **methods of surface design** are an absolute novelty for ballpoint pens. A masterly blend of shape and design. The clip and tip are made of matt chromed or gilded metal. The Myto Glamour is available in the "High-Tech" version for those who like it quite modern, and in the "Oak" version which features a wooden look. Myto Glamour is also available in an appealing set with pencil.

PSI 45328 • Stilolinea Srl • Tel +39 011 2236350  
 info@stilolinea.it • www.stilolinea.it  
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## Customised banners

The specialists of Roll-Up.Bayern now offer mesh and PVC banners at an “**extremely reasonable price**”. No matter whether you need a scaffolding banner, a building fence banner or custom-sized banners, whether it be with grommets all around or hemstitch, the desired implementation is “no problem” for Roll-Up.Bayern. All banners are B1-certified and can also be implemented in small quantities.

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## How to “highlight” today

A text marker is and will remain a text marker. Right? Far from it. The new LIQEO from uma takes highlighting texts to a whole new level: better, more elegant, more individual. For this reason, uma also now calls the “world first” LIQEO a highlighter. The new liquid marker not only provides for a better writing quality and longer writing time, but also for a **higher luminosity**. The LIQEO is even more environmentally friendly than existing text markers. The LIQEO is available as a normal Highlighter, as a Highlighter Mini and as a Highlighter Pen. With a transparent cap and visible level indicator, it is a real eye-catcher. The shaft offers enough space for individual brand messages. A whole range of options are also available for colour selection. In the “writing and marking” assortment, the LIQEO can optionally be combined with one of the uma writing instruments. All in a chic, individually designable case.

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MISSION POSSIBLE

Als einer der führenden Anbieter in Deutschland konzipiert und liefert TRIK seit über 20 Jahren Werbeartikel, Print- und Merchandisingprodukte für namhafte Unternehmen und Marken. Vom Standardartikel bis zur ausgefallenen, kampagnenbezogenen Sonderanfertigung stehen Kreativität und Kompetenz bei TRIK im Fokus.

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## PSI members' meeting | Informative day at Intertek

On 30 May, the **PSI members' meeting took place at PSI partner Intertek in Bremen**. The wide-ranging programme included safety issues of promotional products as well as answers to food safety and product labelling questions. A **guided tour of Intertek's testing laboratory** gave the at-

tendees of the meeting a revealing insight behind the scenes. In addition to Intertek-specific topics, the day also offered the opportunity to **exchange ideas** and find out the **latest news from the PSI network**. The get-together and dinner together have long been an integral part of meetings of this kind. The "Haus am Walde" at the Stadtwald in Bremen offered the perfect setting for a cosy end to the thoroughly informative day.



## PSI Industry Barometer | Fifth edition in the works

my > PSI

Economic outlooks, company structures, sales markets and sales drivers: the **fifth edition of the PSI Industry Barometer** is near completion. A lively participation has once again made this edition a significant market study of the promotional product industry in Europe. The complete evaluation **will be published in July 2017**. In the PSI Journal in August/September 2017, we will be presenting the results and findings from the current PSI Industry Barometer.



## "Sustainable League" | Compass for users



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Wir freuen uns über folgende neue Mitglieder im PSI Netzwerk:  
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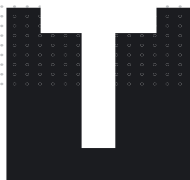
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# Collaboration



The field work for the new PSI Industry Barometer has just been completed. The regular collection of economic data and industry data has become almost routine. Nevertheless, we should not forget the importance of keeping accurate and up-to-date data describing our industry in Europe and publishing it on a regular basis. We wish to take this opportunity to say that the cooperation with the national representatives – i.e. the associations – is exemplary. When promoswiss proactively asked for participation in the surveys at the general meeting of the Swiss association, I was very impressed. I mention Switzerland here as exemplary for the many other European associations which actively support us. Thanks to all of you.

Apart from the current evaluations of the Industry Barometer, we are also in close contact with distributors and suppliers to discuss the current situation of the industry. At the recent distributor meeting at Intertek in Bremen, the distributors present were very positive about the current economic situation and were satisfied with the current business trend.

The trade is nevertheless worried about the increasingly less transparent and manageable laws, and the sometimes unpredictable behaviour of suppliers who do not follow the rules. This shows the importance of the meetings and seminars with distributors where we not only provide information and hold discussions, but also provide assistance for daily work. At the most recent events, we were able to distribute our new list of certifications and quality seals for the first time. As a PSI member, you can request this free of charge and benefit from the information exchange.

Best regards,

Michael Freter  
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## Ballpoint pens and the like

One of the focal points in the coming issue will be dedicated to promotional products from the "writing instruments and office" segments – products which have long been considered classics of haptic advertising and yet still offer a great deal of innovation potential. A further focal point will be "toys, plush and baby articles". 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 October 2017 issue with the thematic groups "Kitchen, household and living accessories" as well as "Plastic products and give-aways" and send your product presentations (image and text) by no later than 18 August 2017 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de**



## Präsenta: In-house trade show with event character

Präsenta Promotion International GmbH can look back on a 60-year success story in the promotional product market. For the past 3 years, the full-service agency from Solingen has also organised an in-house trade show which has already established itself as a must-attend event for many business partners and customers. One reason: the distinctive event character. The PSI Journal had a look around.

## PSI Industry Barometer

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



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