

PS1 EUROPE

PSI Journal

International Magazine

For Promotional

Products

August/September 2017

Volume 56



**Daniel
Jeschonowski**

Senator

A clever strategist

Product Guide

Writing instruments and

office articles

Toys, plush and baby items

reeko design

Restructuring successful

DreamPen

Individuality made to offer



PSI Industry Barometer
**The signs are
pointing on a boom**

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DIE ADVENTSKALENDER EXPERTEN



Editorial

Shape your destiny



One of the Germany's most prominent financial policymakers, Jens Spahn, a member of the German parliament, recently visited the German manufacturer and importer "elasto". Marcus Sperber, the elasto boss, had invited him to explain the

problematic issues of the promotional product to him. These issues are similar throughout Europe. Everywhere there are problems with tax recognition and equal treatment of the promotional product. Everywhere the industry is suffering from excessive compliance rules. Everywhere international networks and newcomers from other disciplines are edging into the daily business. Often via channels which evade product control and tax authorities. Very much to the annoyance of the domestic trade which, under these conditions, can no longer make competitive offers.

On top of that, major international suppliers are attracting the entire budgets of global brands more and more voraciously. Regional, even national distributors/consultants have hardly any chance to be listed. Business with the big ones is shared by the big ones. Not a good development – but one that took place in advertising agencies more than ten years ago. Large logistics and printing companies are also aggressively entering the market. Digitalisation and optimisation of workflows are everyday business for these competitors. They have survived and have grown simply because they had an edge over their competitors in these issues. Competitors that should be taken seriously. And then there are the private equity companies that acquire long-standing distributors, merge them and emerge as strong competitors.

Many reasons, therefore, to consider the future of the industry and its companies. Especially for those who today operate in the market as companies and entrepreneurs.

Markus Sperber presented all these reasons and problems to the State Secretary of the German Ministry of Finance. And Jens Spahn promised that he would become familiar with the matter and enter into a purposeful dialogue. But his most important message was: You must accept the challenges of the future. Do you want to shape or suffer? Apart from all the assistance a state can provide to create a level-playing field to some extent, this message remains the crux of the matter. As the promotional product industry, we ourselves must ensure that we shape and not suffer. We must not get carried away with the enthusiasm of yesteryear. Everyone who wants to talk us into believing this is stuck in the past – but the past has served its time. Thinking of the future is the future.

With this in mind

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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PSI Industry Barometer 1/2017 8

In 2015, PSI introduced its own market research tool, the Europe-wide PSI Industry Barometer, which ascertains the current situation as well as trends in the industry twice a year, and thus regularly provides market data and industry information. All results of the current edition are shown in this issue of the PSI Journal.

GWW farewells

Patrick Politze

62

The representatives of the member companies of the GWW (German association of the promotional product industry) came together for their summer meeting. At the last meeting under his leadership, long-standing Chairman Patrick Politze handed over the GWW chairmanship to his successor Frank Dangmann.



Political visit at elasto

66

The family business elasto invited entrepreneurs, managers, administrative professionals and local politicians from the region to grant an insight into the promotional product industry. Even members from the German Bundestag were among the VIP guests.



Innovative product line for dog-friendly customers 106

The quickest way to the master is via his dog. With its new product line "Tierisch gute Werbung", Emotion Factory offers the promotional product industry the building blocks for effective advertising concepts with which companies in the pet supplies market and other dog-friendly occupational groups can purposefully address their customers.



In Short

Interesting to know

Being quick is not always efficient. Anyone who can quickly type on a keyboard has an advantage in terms of time. On the other hand, according to experts, notes taken with a pen and notepad train one's memory and creativity – even more with creative products which remain in one's memory.

Nimble fingers or cognitive transfer performance? Keyboard or pen and writing pad? In the case of the latter two, handwritten notes promote an understanding of complex contexts. This is what the US psychologist Pam Mueller (Princeton University), together with her colleague Daniel Oppenheimer (University of California), have experimentally proven ("The Pen is Mightier Than the Keyboard: Advantages of Longhand Over Laptop Note Taking". In: Psychological Science). They showed 15-

minute video presentations to 67 students and noticed that the test persons who were equipped with a pen and notepad were able to reproduce complex relationships better. They did not simply make notes word for word, but wrote down the essential information in their own words.



Electra with 360-degree laser engraving

The Pen Warehouse
www.pens.co.uk
PSI 46120



Elegant Ezekiel set

Reda a. s.
www.reda.info
PSI 46051



Notebook with pop art motifs

Lediberg GmbH
www.lediberg.de
PSI 42438





JAMES &
NICHOLSON



More than a beautiful appearance

Whether it be fast food, speed dating or power napping, everything has to go fast. Everything and everyone is in motion. But is anything really moving? Not really in the opinion of the French philosopher Paul Virilio. He calls this "speeding standstill". Despite the speed and fast pace of life, man longs for stability. Natural and authentic materials are more in demand than ever before. The concept of material integrity is making the rounds – and evolving into a trend.

Authentic on the outside ...



Chic and modern with that certain handmade something. Also a stylish timepiece made of fast-growing bamboo and porcelain mugs with a clever cord effect can make a natural promotional statement.



"Woodpik" wristwatch

Boomerang S. A.
www.citizengreen.de
PSI 42811

Mugs with cord effect

BSC SPA
www.bscincentive.com
PSI 48383



Preserving jar with baking mixture

Hof Löbke GmbH & Co. KG
www.loebke.com
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... and inside

Whether it be products sold in a farm shop, soap made from sheep's milk or scented candles made from vegetable oils which have food quality and are compostable: natural promotional products to reflect upon.



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sustainable goods are offered by 28.9 per cent of the suppliers in their portfolio. In the case of distributors, it is actually 43.3 per cent.

73.2%

.....
 of the suppliers consider themselves as manufacturers with sales to promotional product distributors. In addition to this 29 per cent of the suppliers deliver directly to industry customers.

Every fifth

.....
supplier managed to record a sales increase of up to ten per cent in 2016. One in four (24 per cent) recorded up to five per cent.

1st place

.....
 among the most popular European sales markets for promotional products is Germany. 64.5 per cent of suppliers participating in the Industry Barometer sell their products here. This is followed by Austria (60.3 per cent) and Switzerland (55.2 per cent).

10 million

.....
euros and more in turnover is generated by 55 per cent of all Dutch suppliers with promotional products, making them the largest group. Internationally, the Netherlands is by far the country with the highest turnover. By way of comparison, the European average of this turnover group is 21.5 per cent.

2017

.....
is on an optimistically sound footing. 26 per cent of suppliers expect a positive sales development (up to 10 per cent), a quarter up to 20 per cent.

Half

.....
of all suppliers (56 per cent) consider sustainability certificates and certifications in their own company to be important to very important. In the case of distributors, it is 41 per cent.

PSI Industry Barometer 1/2017

The signs are pointing to a boom

Entrepreneurs need to know what is going on in the market in order to be able to make responsible decisions. Economic trends, company structures, sales markets and sales drivers: In 2015, PSI introduced its own market research tool, the Europe-wide PSI Industry Barometer, which ascertains the current situation as well as trends in the industry twice a year, and thus regularly provides market data and industry information such as turnover volume and development, certification measures, proof of sustainability and distribution channels – in a European edition and country specials. In addition to Germany, France, the Netherlands, Sweden, Great Britain and Belgium are the strongest participant countries in the fifth edition.

Positive expectations for 2017

The 1/2017 edition confirms the positive expectation of the industry from the second half of 2016: Last year was strong in terms of revenue. 17.6 per cent of suppliers recorded sales of up to 49 million euros whilst 19.9 per cent of distributors reported sales of up to one million euros. However, companies in the promotional product industry were not only busy from a financial perspective. In terms of measures for certification and proof of sustainability, suppliers as well as distributors were very active. Whether it be OB BSCI, ISO, FSC, SEDEX or other important certificates, the industry focuses on quantifiable sustainability.

Industry is an important economic factor

The Industry Barometer shows that the promotional product industry is also an important economic factor in other respects. For instance, promotional product suppliers and distributors are also significant employers. Almost half of all promotional product suppliers who participated in the Industry Barometer 1/2017 have between ten and 49 employees. 17 per cent actually have between 100 and 499 people. Every fourth distributor has up to nine employees, a good 14 per cent up to 24. All results of the current edition of the PSI Industry Barometer are shown elaborately at the end of this issue. <

The nominees of the PSI Sustainability Awards 2017



Category 1

Economic Excellence

badge4u Wojciech Pawlowski
BIC GRAPHIC EUROPE S.A.
Brand Addition GmbH
Halfar System GmbH
Karl Knauer KG
PF Concept International B.V.
SC CHILLI IDEAS SRL
Schneider Schreibgeräte GmbH
Schwan-STABILO Promotion Products GmbH & Co. KG
WALTER Medien GmbH

Category 2

Environmental Excellence

badge4u Wojciech Pawlowski
BIC GRAPHIC EUROPE S.A.
Halfar System GmbH
HEILEMANN SCHREIBGERÄTE GmbH & Co. KG
Karl Knauer KG
Michael Schiffer Promotion GmbH
PF Concept International B.V.
Schneider Schreibgeräte GmbH
Schwan-STABILO Promotion Products GmbH & Co. KG
WALTER Medien GmbH

Category 3

Social Excellence

badge4u Wojciech Pawlowski
Brand Addition GmbH
Dopper B.V.
Giving Europe B.V.
Halfar System GmbH
Herforder Werkstätten GmbH
PF Concept International B.V.
SC CHILLI IDEAS SRL
Schneider Schreibgeräte GmbH
Schwan-STABILO Promotion Products GmbH & Co. KG

Category 4

Environment Initiative

BIC GRAPHIC EUROPE S.A.
Brand Addition GmbH
dMAS GmbH
Halfar System GmbH
Karl Knauer KG
Michael Schiffer Promotion GmbH
PF Concept International B.V.
Schneider Schreibgeräte GmbH
Schwan-STABILO Promotion Products GmbH & Co. KG
WALTER Medien GmbH



Category 5

Social Initiative

Art di Como Design GmbH
Brand Addition GmbH
Dopper B.V.
Halfar System GmbH
HEILEMANN SCHREIBGERÄTE GmbH & Co. KG
Herforder Werkstätten GmbH
JUNG BONBONFABRIK GmbH & Co. KG
Just So Clothing Company Ltd
Karl Knauer KG
Schneider Schreibgeräte GmbH

Category 6

Sustainable Product

BAS Produktions- und Handels- GmbH
BIC GRAPHIC EUROPE S.A.
bizy.Cards, Borys Chibisov Engineering Services
Brandmeister Vertriebs GmbH
Continental Clothing Company GmbH
Dopper B.V.
ESPECIAL 25 S.L.
FARE - Guenther Fassbender GmbH
Giving Europe B.V.
Green Earth Products
Hanbückers Werbung GmbH
HEILEMANN SCHREIBGERÄTE GmbH & Co. KG
KW Open promotion consulting & trading GmbH
Lensen Toppoint B.V.
Mahlwerck Porzellan GmbH & cyber-Wear Heidelberg GmbH
MainzAIR

The PSI Sustainability Awards Ceremony 2017 takes place on 8 September 2017 at Kurhaus Wiesbaden.

More information at www.psi-awards.de

PowerCube
Samoa Regenponchos e.U.
Scandinavian Travelinnovation AB
Schwan-STABILO Promotion Products GmbH & Co. KG
sleevematrix GmbH
SNUG.STUDIO GbR
Tailor Konfektion AB
uma Schreibgeräte Ullmann GmbH
Verlag für Prävention Wilken
Victorinox AG
Wunderle, Heike Bringemeier e.K.
Zettler Kalender GmbH

Category 7

Sustainable Campaign

Continental Clothing Company GmbH
EMSA GmbH
Join The Pipe B.V.
Lensen Toppoint B.V.
Mahlwerck Porzellan GmbH
PF Concept International B.V.
uma Schreibgeräte Ullmann GmbH
Victorinox AG

The nominees of the PSI Sustainability Awards 2017



Reed Exhibitions

Contact: Alexandra Kruijt · Phone: +49 211 90191 295 · Fax: +49 211 90191 185 · E-mail: awards@psi-network.de

Safety and Quality of Promotional Products

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INSTITUTE



PSI cooperates with Intertek

The cooperation between Intertek and the PSI Institute started on 1 September 2017.

For PSI members this means: discounted workshops and webinars with content that can be agreed upon between Intertek and PSI members upon demand.

The range of seminars includes:

- Quality assurance concepts for consumer goods and promotional products
- Risk management
- Social compliance audits
- Conformity with REACH etc.

As early as Wednesday, 20 September 2017, the first free webinar “Safety and Quality of Promotional Products” will be held at 4.00 pm.

connect.psi-network.de/Intertek



Your Choice!

They're brand new and are making their début at the PSI 2018: the PSI FIRST Club 2018 product launches. 50 mystery products are waiting to be discovered from 9 – 11 January 2018 in Düsseldorf. Select your personal favourites as candidates for the People's Choice Award, the prize for the most creative innovations.



*Not everyone
has the ability
to inspire –
We're masters at it.*



(ls.) **Michael Liebhaber, Bastian Scheil**
vim Solution GmbH

1

We are specialists in creating electronic articles with high-quality advertising space and special designs. The goal of our team of experts is to advise and inspire our customers – a goal we've been attaining for over 10 years.



Technique meets Design – as important to us as Quality and Customer Satisfaction.

Peter und Karin Pfrommer
Nestler-matho®



2

Specialised in design and lifestyle products we have a both impressive and versatile range in store that effectively illustrates our corporate slogan “Technique meets Design”. To substantiate our quality claim even further we are currently undergoing certification acc. to DIN EN 9001:2015. Customer satisfaction is our aspiration.



*creativity. In plastics.
In high quality.
In large quantities.
That's HEPLA.*



Knuth Fischer, Diana Meier
HEPLA-Kunststofftechnik
GmbH & Co. KG

3

Our world is the world of plastic. It's what we do best. Well over 680 different plastic-based promotional products speak for themselves – and for HEPLA. And what's more – we make you a promise: "Made in Germany" products with short delivery times, a wide range of colours and long-term distributor loyalty. A promise that we keep at all times.



*Individual, creative
and sustainable:
Our fresh promotional ideas
will inspire you.*

Dagmar Kornhaas
Maxx Factory



4

We put all our passion into discovering the latest trends and fascinating new materials – and developing product ideas that put smiles on faces. Clever, useful, sustainable and “Made in Germany”. Guiding you expertly, sincerely and enthusiastically to advertising success.



***ur priority is as
simple as ambitious:
We offer multifunctional
gadgets and protective items.***



Wojciech Pawlowski
badge4u

5

badge4u is one of the best known and most successful polish producers of promotional products. Besides its core business of manufacturing effective promotional badges and mobile cleaners, we offer other extraordinary innovations like the Cardguard that protects RFID 13,56 Mhz payment cards, camera covers for smartphones and computers and multifunctional keychain and openers. Be excited to see our PSI FIRST product.



*Only campaigns
which permanently
strengthen a brand
are truly worthwhile.*

Tobias Köckert
MAHLWERCK



6

Targeted investment in the ongoing development of brands – that's true sustainability. Many major brands have been established like this. Our "branded china" gives companies long term support in building and maintaining their brand. Because innovative forms and individual finishes communicate uniqueness and create highly efficient advertising media.



*We want to enrich
the promotional product
industry with unique product designs
providing excellent service.*



Dalibor Manas
Brand Promotion

7

Brand Promotion means creativity for the head. For more than 20 years we have been successful in the promotion and textile business. Our strength lies in tailor-made headwear and accessories: in the matter of quality and design. We place emphasis on craftsmanship tradition when it comes to knitting and embroidery. And all of that made in Europe. Our brand coFEE is one of many awesome proofs.



*Innovative design items
at reasonable prices – that is
the core competence of our
family business since over 50 years.*

Lorne Spranz
Spranz GmbH



8

Our powerful Metmaxx®, Blackmaxx® and Vinomaxx® brands stand for high-quality products at very reasonable prices. Where the idea, benefits and quality are superior – down to the last detail. Naturally, everything is tested and legally compliant. We also offer: custom-made items, product developments, in-house finishing and impressive distributor loyalty.



*A successful producer
of kitchen knives,
we are a major player
in the cutlery market.*



Katja und Stefan Müller-Sohler
Ernst Klever GmbH

We have been developing and producing cutlery with the “Made in Solingen” quality seal for more than 80 years. Our family business is now into its third generation – combining tradition with modern and colourful design. We make a wide variety of elegant knives and peelers – in the latest trend colours or in special colours to order.



*Top-quality,
bespoke promotional
paper products
are our passion.*

Maciej Maćkowiak
PromoNOTES



10

All PromoNotes products offer maximum individuality and attention to details. Custom-made articles instead of mass-produced goods. Made possible through precision printing techniques and numerous personalisation methods. PromoNotes is a real winner – for every business.



Write and be remembered. And those who advertise with (good!) writing instruments will be remembered. **Writing instruments** are the evergreens of the **promotional product sector** and the proverbial pars pro toto of three-dimensional advertising.



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<https://www.psiproductfinder.de/y2eymt>

Colourful eye-catcher

The trend in the powerstikkies from Karl Knauer is headed towards cutting edge printing: The sticky notes thus become an all-round eye-catcher. The colourline design can be printed in blue, yellow, green, orange and pink. Other Pantone or HKS colours are available on request. The core competences of Karl Knauer KG are innovative packaging and promotional products, as well as gift packaging made from cardboard, corrugated cardboard and paper.



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info@geiger-notes.ag • www.geiger-notes.ag
<https://www.psiproductfinder.de/nmi0nd>

Flat and stylish

Available in A4 and A5 format, the new Tablet Book from Geiger-Notes is different. It stands out through its concise shape because it is flat, only 96 pages thin, bound as a modern brochure with adhesive binding and features a natural surface in a matt black native material. The softcover together with the black colour section forms the ideal basis for applying advertising in the form of black glossy embossing. The four rounded corners of the book complete the new design. Colour cut and embossed advertising are always included.

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Crazy world

In the calendar from Ackermann, the Neuschwanstein Castle has moved into the thicket of the Chinese mountains, the leaning tower of Pisa suddenly becomes part of the high-rise world of New York, and a lighthouse appears in the middle of an Alpine landscape: all this is a perfect optical illusion, a fantastic journey to the most impossible places in the world and is quite normal in the "crazy world" of Ackermann. The calendar is produced exclusively in Germany and is printed on paper from sustainable forestry. Promotional printing is possible starting from 50 pieces.



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Crystal look and feel

The newest addition to the Crystal USB range from USB-FlashDrive is the Rose Gold USB. All crystal drives are clear, acrylic memory sticks with a crystal look and feel. These USB sticks can be engraved with a logo or with a message and can be fitted with an optional LED light which works when in use. The new Rose Gold edition has a rose gold coloured lid to fit over the USB connector. The result is a memory stick with an extremely high-end appearance and a quality finish, a perfect promotional gift for valued clients. Available in memory sizes 1GB to 32GB, there is a range of packaging options including transparent plastic presentation boxes or recycled paper packing for an eco-friendly appeal.

NEW

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The endless N-m 395 puzzle available from Nestler-matho can be positioned nicely on any desk and helps to clear one's mind. The magnetic puzzle is an effective tool for training your own creativity. Every puzzle combination is unique and the possibilities are unlimited. A work of art that has never previously been seen evolves each time. Made of ABS plastic and metal, the puzzle can be individually customised by using UV printing or laser engraving and is delivered in a gift box.



Contrast says it all

The new Twist Book from Geiger Notes combines retro charm with useful business features. And thanks to a new printing process, even the black cover can be finished in four colours. The rubber band closure, which colour matches the spine, emphasises the special look. A total of seven colours are available for the coloured accents of the business notebook in A4 or A5 format.



helping you succeed

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Your protection against webcam hackers. A special sticker without glue. Designed for smartphones, tablets and computers.



Mark Zuckerberg puts tape over his computer's microphone and camera to protect his privacy



The FBI recommends you cover your laptop's webcam, for good reason

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Sticky cleaners





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

Great presentation

Roll-Up.Bayern, a manufacturer of exhibition systems, offers a high-quality aluminium folding frame including transparent PVC for visual presentation. The frames are available in the formats A4, A3, A2, A1, A0, B2, B1 as well as B0 with angular or rounded corners. The smallest aluminium frame weighs 400 grams, the heaviest version has a weight of 3.5 kilograms. There are virtually no limits to the colour variations; the frame can be painted in a RAL colour according to the customer's requirements.

Environmentally friendly

With a staple-free stapler from Plus Europe, the annoying search for staples has come to an end. Up to five sheets can be stapled together. Even shredding such stapled documents is easy because no staples need to be removed in advance. The stapler consists of a high proportion of recycled plastic and is available in five colours. Thanks to its design and user-friendliness, the staple-free stapler with the red dot design award is a useful promotional gift and a must-have for environmentally conscious companies.

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 Tel +49 40 5562034-22
 info@die-markenvertretung.de
 www.die-markenvertretung.de
<https://www.psiproductfinder.de/mzrmj>



Razor-sharp arguments

For half a century, the orange-coloured Fiskars® scissors with their long-lasting carbon steel blades and ergonomically designed handle ensure perfect tailoring results. Sharped by hand before delivery, these universal scissors can be used to cut a bundle of flower stems or a hose as well as paper and fine wire with ease. According to the manufacturer, the Fiskars® shears have been sold over a billion times worldwide, and are a must-have for the household, school and office.

At the push of a button

With the Sprazy from Goliath Toys, you can create beautiful, detailed artworks: Sprazy is the new type of airbrush that requires no blowing or pumping. First the pins are fixed in the spray gun. At the push of a button, the ink then sprays out of the device. With the help of templates, creative artworks can be created. The special feature is that the stencils are lasered and not punched and are therefore even more detailed.



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info@em-holzprodukte.de
www.em-holzprodukte.de
<https://www.psiproductfinder.de/mwm2nz>

Writing naturally

Made from wood and simply chic: e+m Holzprodukte offers the "Allwood", a wooden ballpoint pen in coloured designs as well as in the wood types pine and elm. The wood used for this product is European from local forests. The ballpoint pen has a smoothly operating push-button mechanism and a strikingly beautiful clip. The large-size refill is refillable. Personalisation through printing or laser engraving is possible at any time. The Allwood is produced in Germany by the long-standing manufacturer e+m Holzprodukte.

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Art.-Nr. 107600

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BESTELLEN



A steadfast advertising partner

Even in a hectic office environment, both tape dispenser versions Speedy and Elvis from koziol remain completely relaxed. While Speedy calmly embodies a snail shell, Elvis swivels its hips for the appropriate piece of tape. Speedy is available in transparent colour combinations and remains steady due to its weighty appearance, even when it is turning. To change the adhesive tape roll, Elvis can be opened and closed easily by means of a practical magnetic closure. Elvis is available in special colours with imprinting. In addition, the adhesive tape can also be customised.



Eye-catching overview

It remains hanging on the wall and in your memory: Top 14, the poster calendar available in two different sizes from terminic, allows convenient, multi-year planning. After all, the visible 12 months of the current year as well as the additional representations of December of the previous year and January of the following year facilitate the overview at meetings and business appointments, trade shows and holidays as well as for birthday and holiday planning. They also offer plenty of space for appointments and notes. The striking panorama advertising space on the calendar head provides plenty of room for your own corporate advertising. Further information is available on request.



Semi-digital promotional classic

The elegant Touch Pen ballpoint pen is convincing in two respects: On the one hand, it impresses with its pleasant handling as a classic ballpoint pen with a blue refill, rotating mechanism and balanced weight distribution. On the other hand, it acts as a conductive input pen for all smartphones and tablet PCs. The Touch Pen is finished either stylishly by using laser engraving or pad printing on the barrel.

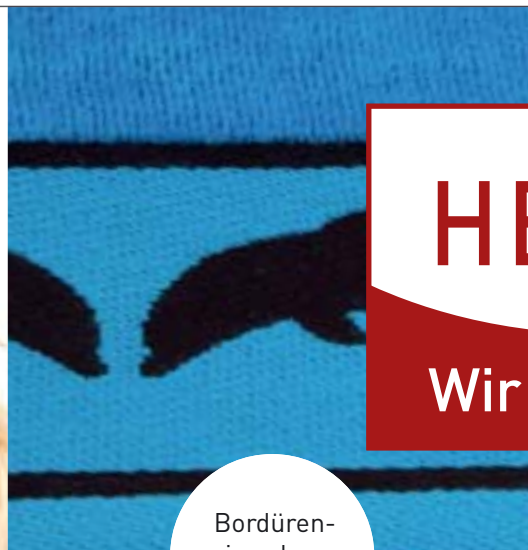


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Day planner made from Lego

With its DIY Minibricks Calendar, Minibricksworld is launching an original idea for small and large builders: the Lego blocks ensure creative building all year long. Days, weeks, months and of course also the obligatory numbers of the calendar can be individually designed with the Lego blocks available in various colours. A logo sticker for your own brand can also be attached.



Personalised writing

Available from PF Concept, Parker's 5th Technology creates a unique feel. This new technology combines the high-quality elegance of a fountain pen with the clean writing speed of a ballpoint pen. The tip adapts to the handwriting of the user and creates a special ink flow. Examples of models from Parker with this special innovation are the Ingenuity and the Evergreen Jotter.

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n.lehner@seltmann.com • www.seltmann.com
<https://www.psiproductfinder.de/njvlmd>

Exceptional porcelain idea

The Top Life series from Seltmann is designed for coffee for in between or in the conference room. For brand communication, a company logo can be applied discreetly or also eye-catchingly. The functionality is also convincing: Due to its extraordinary shape, a biscuit, milk, sugar or even a spoon can be placed neatly next to the cup. The chinaware series is produced in Germany according to modern, ecological standards.

Distinctive and stylish

The ballpoint pen with a convenient push-button cap mechanism and the Inkliner from Stabilo with a practical cap for attaching impress with their stylish design and German brand quality. The high-quality jumbo refill in the ballpoint pen as well as the ink guide system with an 0.7-millimetre steel tip in the Inkliner ensure a pleasant writing sensation and a clean signature on important documents. Stabilo signature, the effective promotional ambassador, is available in dark blue, grey, black and white with a minimum order quantity of 500 pieces, as well as in individual Pantone versions with a minimum order quantity of 5,000 pieces. Numerous finishing possibilities make this premium writing instrument an advertising vehicle for special occasions. Both the barrel and the cap can be individually printed.

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info@stilolinea.it • www.stilolinea.it
<https://www.psiproductfinder.de/mdhjzd>

Design classics from Italy

A newcomer among the tried and tested ballpoint writing instruments of the Myto series from Stilolinea is the Myto Glamour created by star designer Enrico Fumia. The attractive writing instrument impresses with a successful combination of innovative coating in satin or gold tone, especially the matching clip, chrome finish of the metal tip and the proven joy of writing. Myto Glamour is available in two different versions: as a modern high-tech writing instrument and as a nature ambassador in an oak wood look. More information is available from Stilolinea.



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

Don't stalk

The Privacy Protector provides effective protection against Internet attacks on the webcam on your own computer. The webcam cover protects private and professional life from the outside world. It is easy to use: simply clip the plastic cover over the webcam. What remains in focus is the customised doming advertising to be chosen. A cleaning cloth is included. The minimum order quantity of 500 pieces allows you to design your own four-colour advertising with doming. The delivery time is about four weeks.

Brands need brand-name ballpoint pens



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Reminders

Paper and pencils also serve as a useful memory aid in the digital age. Handwritten text is better processed in the memory than text quickly typed on the computer. Reidinger offers individually designed memory aids for all possible applications and requirements. Whether it be natural or lacquered, with eraser, dip cap, short or long: the advertising message impacts everywhere and leaves a lasting impression.



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

Own "Signature"

The swiss knife manufacturer Victorinox proves with its "Signature" version that a ballpoint pen can also have an entirely different form. The writing instrument is integrated into the shell of a pocket tool that is only 58 mm long. When unfolded, it becomes a fully fledged ballpoint pen whose gas-filled brand refill writes in any position. Together with scissors, a nail file with screwdriver, a blade and tweezer/toothpick combination, the Signature model is an ideal and extremely practical keyring pendant. A total of 8 shell colours are available, two of which are transparent.



Made in Germany



Schneider
 Write it



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White is the new colour

Metal applications, coloured accents and a shiny white barrel: these three components provide a striking yet unobtrusive appearance of the 250 KS writing instrument from Hauff Schreibgeräte. The aluminium barrel is ideal for laser engraving, but various printing techniques also promise a high-quality logo application and highlight the desired advertising message. The deliberately discreet grip zone promises a pleasant feel and correct hold when writing. High-quality and durable features such as a metal refill with blue ink complement the stylish optics.

Decorative and practical

Hermann Flörke has created the new BOX90 for decorative and practical storage of mobile phone accessories. It is available in several standard colours and is ideal for storing accessories, care products and other useful everyday items. The box provides protection from dust, dirt and moisture and ensures discreet storage of personal effects. The included sportive rubber band keeps the sturdy plastic box securely closed. The advertising space can be finished in up to four-colour digital printing with individual designs and advertising messages.



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info@reeko.com • www.reeko.com
<https://www.psiproductfinder.de/ymmmg>

Floating paper clips

"Triangle", the magnetic paper clip dispenser, is a real eye-catcher on the desk. The paper clips seem to float. The Triangle comes with 10 paper clips, is made of a zinc alloy and can be customised by laser engraving. Like all reeko articles, this practical office helper is delivered in high-quality gift packaging made of black cardboard.



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office@likor.pl • www.likor.pl
<https://www.psiproductfinder.de/mzu5md>

Modern times

The wall clocks from Likor East-West Promotion have become firmly established among attention-grabbing promotional products. The small kings among promotional ambassadors are a permanent eye-catcher in the office and ensure the desired promotional effect with every look at the clock. The clocks can also be individually personalised with a colour print, slogan or even a logo, thus guaranteeing a striking advertising appearance. Apart from aluminium and glass, there are also plastic versions. The minimum order quantity is 20 pieces. Further information is available on request.

Brands need brand-name ballpoint pens

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High-flying plans

The SKY from uma with its proven Tech Refill combines modern design with innovative functional elements. There is a wide variety of versions. The SKY is optionally available with a glossy housing in white, black or transparent as well as with or without a bright chrome-plated metal tip. A plastic or metal clip is also available. A striking highlight is the SKY grip with its innovative rubber grip zone which not only sets a chic colour accent, but also feels good. Advertising messages or logos can be applied on the housing or the clip – or on both.



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

Always strike the right note

For those who prefer handwritten texts and are looking for a suitable premium or a valuable promotional product, the pocket specialist Halfar offers the “Script” writing case. It is made of warm, supple PU artificial leather and holds everything that is needed for neat writing: an A4-sized writing pad, a ballpoint pen as well as business cards, receipts or other small loose things in various compartments. The fine individual writing culture also makes Script visible from the outside. The classic black case is closed with a coloured rubber band. Whether it be in may green, red, navy, anthracite or black, the colours can be chosen by the advertising company. It goes without saying that the Script can be screen-printed or embossed.

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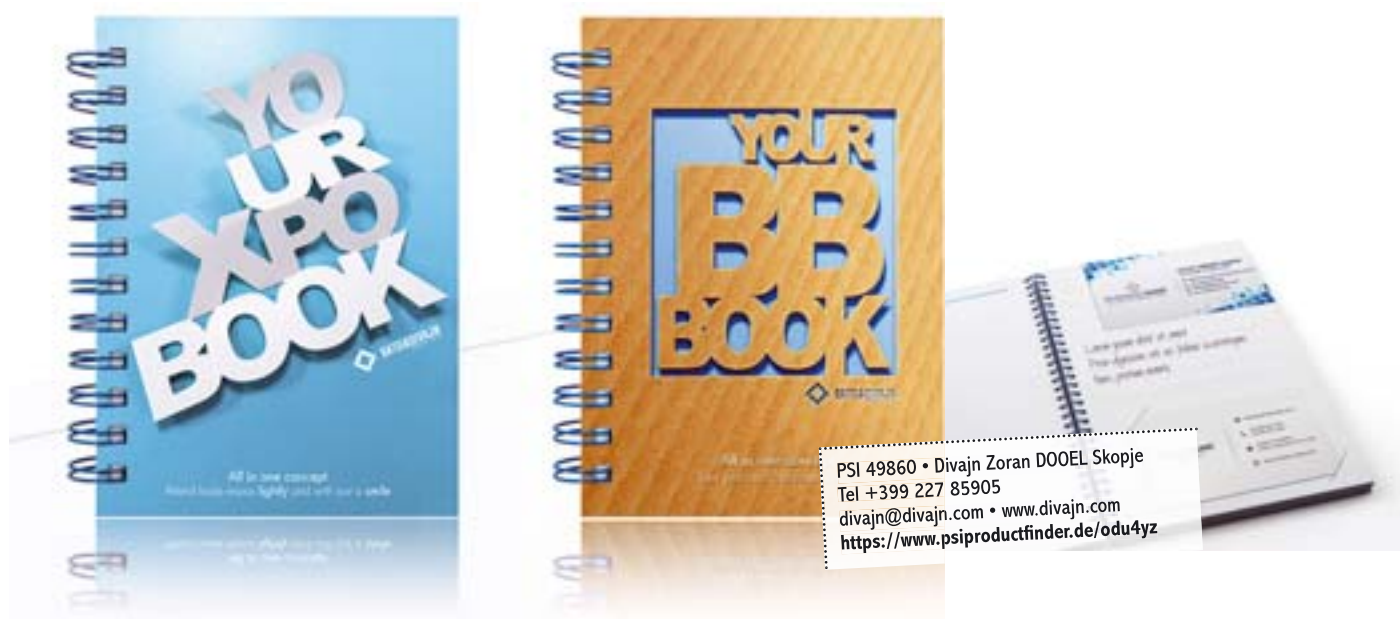
geiger  notes

Smart multi-talent

The Nevada touch ballpoint pen from Inspirion is available in four colour combinations and boasts many talents. On paper, the writing instrument with a blue refill cuts a good figure. When the pen is not writing, the touchscreen tip can be used on a smartphone or tablet. The input tip hits the target precisely and does not leave fingerprints on touch screen surfaces. And the coloured clip not only looks stylish, it also serves as a telephone holder.



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



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<https://www.psiproductfinder.de/odu4yz>

All-in-one tool

The XPO Book series – a highly innovative range of personalized notebooks, being a single organizational and customizable tool, intended for the Exhibition and Mice industries. The notebooks integrate everything one needs for successful presence and networking. They are devised to organize their users day-to-day activities better, increasing ones productivity, efficiency and leads generation during various gatherings. The series contains 3 specialized, handheld notebooks, intended for different area of use: XPO book – for visitors of trade expos, events, etc., EXE book – for exhibitors and organizers of trade expos, events and BB book – for business professionals use on meetings. The notebooks have complete functionality of content and can be personalized to their user's liking. The most significant part are the preprinted personal business cards, each integrated on every page that can be easily torn and given away by the user. The same page has a section in which the user can quickly insert a business card they receive in return for giving theirs. Each notebook is a unique copy that can be individually ordered online in less than 5 min. The users receive their ready-to-use notebooks delivered and ready to focus on successful networking with lasting results.

Christmasbaubles with logo!

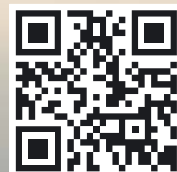
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Stylish helpers

reeko design offers the right desk accessory for every taste. For example, the “Cleo”, a desk organizer with a particularly attractive effect. Paper clips can be secured on the magnetic tip. Cleo comes in two parts: when used without the top part, it is a mobile phone stand; the opening in the top part provides a socket for a writing instrument. In the elegant pen stand “Oval”, writing instruments with diameters of up to 12 mm have a permanent home on the desk and can always be found effortlessly with a single movement of the hand. Cleo and Oval are made of a zinc alloy and can be customised by laser engraving. Like all reeko articles, they are also delivered in high-quality gift packaging made of black cardboard.



Real eye-catchers

An absolute must for daily office life are laptop bags. Whether it be on the way to the office or when travelling – they protect the PC and always look good. However, they are also very well suited to apply advertising messages. The chic bag becomes a real eye-catcher with individual and high-quality embroidery. With each application, the individualisation unfolds its external impact. Only then does the loyal companion become a true all-rounder. Klam Marketing offers an extensive selection and gladly helps with each individual implementation. The company has been implementing high-quality customer requirements for almost 30 years.

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Tel +49 261 984880
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<https://www.psiproductfinder.de/zjqxnt>

Brilliant eye-catcher

With the Metmaxx® LED ballpoint pen "AdverPen" from Spranz, every logo is brilliantly highlighted. To this end, the logo is lasered and shines effectively with an LED light on the shaft of the writing instrument. The blue refill is fed with Dokumental Germany ink and the comfort tip ensures comfortable handling. The eye-catching writing instrument is ideal for events, trade shows, mailings or as a gift with a recognition effect. It is supplied with batteries in a design box.



PSI 43892 • Römer Präsente
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Experience for all senses

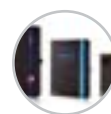
Looking for an appropriate and elegant token of appreciation for the best superiors, colleagues, employees, customers or business partners? With the elegant business set from Römer Präsente, you can demonstrate good taste in any case! In a high-quality grey cardboard box with gold silver embossing is an exclusive Lamy business set consisting of a ballpoint pen and a notebook, as well as a red wine from France: a high-quality experience for all senses.

Lanybook®

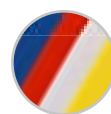
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Multi-tasking talent

The multi-tasking ballpoint pen "Construction" from Troika really boasts a lot of features, inside and out. Various scales, a centimetre and inch ruler, a slot/Phillips screwdriver, a stylus and spirit level. There is nothing to hide here because the new trend material brass sends a real statement: distinct, clear, self-confident. The polished surface shines with a fine structure in an antique look. Nothing can go wrong any more ...

Trend set(ter) to go

Not just practical and mobile, but also high-quality and promotionally effective – that distinguishes the trend sets from Bizstix®. They can be individually arranged and designed from a variety of options. An advertising message can be placed on the elegant cover in a leather look as well as on the colour-printed hardcover to ensure a visually and haptically convincing impression. With a variety of coloured rubber bands, the message is also professionally highlighted. Trend sets from Bizstix contain several sizes of individually printable sticky notes and paper markers, as well as a selection of various foil markers. Now completely new, useful everywhere and exclusive from Bizstix: paper markers in pastel colours.



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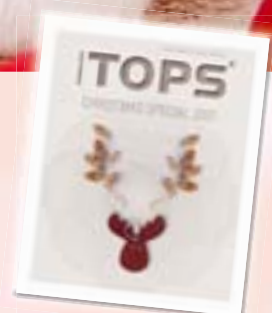
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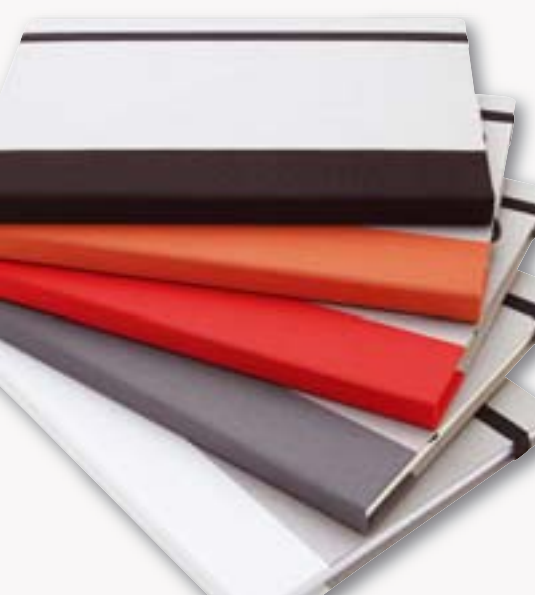




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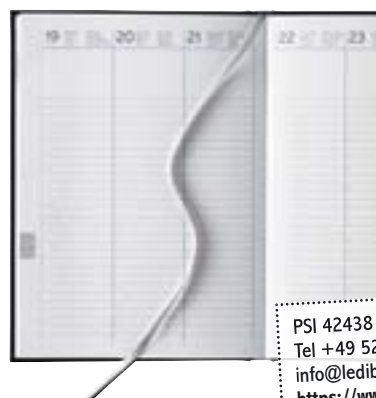
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Now it's Neon

Trendy, hip and an absolute must on any desk – the Neon pens from Klio-Eterna are the eye-catcher this summer. The new colours of Klio-Eterna which bring pep to daily office life in neon yellow, garish green, light orange and shocking pink ensure a good mood and leave a lasting impression. With the neon colours, Klio-Eterna completely redefines the standard colour spectrum of the high-gloss models Trias, Jona and Zeno with a total of 4 innovative, colour-intensive and extraordinary colours. In addition to the special colour intensity, however, the new fluorescent colours radiate in a different way. Under black light, the colours show their full potential and shine through fluorescent parts in even more extraordinary nuances and with special luminous effects. Individual samples are available on request.



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



True calendar dreams

A goal is a dream with an appointment – claims the specialist Lediberg when referring to its calendar collection. Creative cover materials, clear typographies and the right advertising messages give these daily companions a distinctive character. This is the way to create brands with the right impulses. A variety of branding solutions give the calendars a personal style.



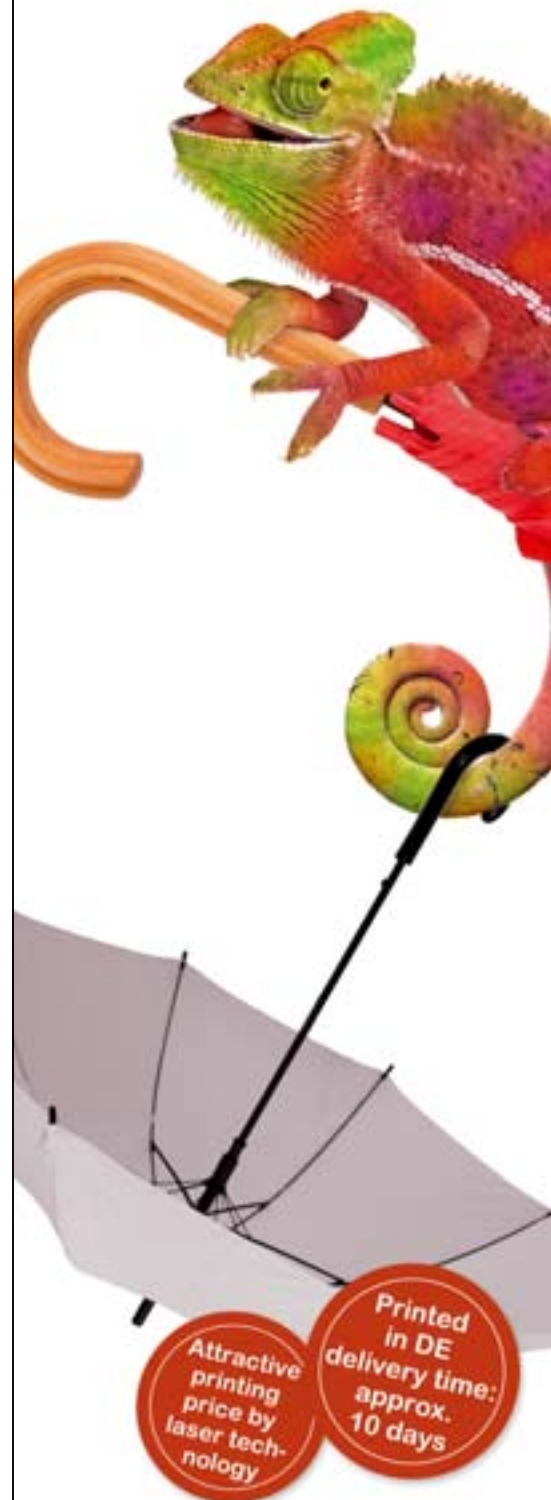
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 sale@vivaplust.pl • www.vivaplust.pl
<https://www.psiproductfinder.de/mtjlnm>

Modern elegance

Ving is the latest model in the Prestige collection of metal ballpoint pens from Viva-Plus. The combination of the original shape and the soft coating of the shaft leaves an elegant impression. The Ving comes with a brilliant chrome-plated tip and also features the shaft colour (available in a wide range) as a design accent on the tip. When finished with an advertising message, it certainly leaves a lasting impression with its modern elegance.



Many styles,
 countless colors
 and always the
 suitable one.



STRIMAXX® & FRIENDS GmbH

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Farewell CD – welcome USB

The decline of the CD continues. Fewer and fewer drives are installed in current PCs and notebooks. But where now with the data which so far was on CDs? At the end of the day, there is only the way to the cloud or to the USB stick. At the Cebit 2016, the innovative “USB for filing” standard in the second generation was presented by FiLEREX Europe GmbH & Co. KG, which was specifically founded after the grant of the patent. Here, customer wishes and improvements such as ergonomics, durability and the avoidance of plasticizers were professionally implemented. With the decline of the CD, the USB for filing is becoming increasingly popular as it has a decisive advantage over the classic USB. You can find it again. Even after years, it lies in the same place where it was filed. And thanks to individual logo placement, advertising messages can always be precisely applied. An extensive cooperation has been developed with the promotional product trade which supports companies in digital conversion during the introduction of the “FiLEREX standard”. Managing Director Hans-Christoph Kaiser: “For the promotional product consultant, a great deal of potential is still untapped with the right focus. But there is a need for concretely addressing it as a solution for current data migration”. Details can be found directly at FiLEREX.



Sweet bottle collar

Whether it be in the office, at conventions, conferences or as a token of gratitude for faithful cooperation. This individualised collar cuts a good figure on any bottle neck. A wine gift or a bottle of water in a meeting room thus cuts an unforgettable figure. Who can possibly resist the small accompanying sweets? Ferrero branded products, the finest whole milk chocolate from Gubor or colourful mixed fruit gums on the collar sweeten the liquid refreshment of the bottle contents. New: Now also with a 1-4 colour personalised sherbet from Ahoj, which can be mixed with the water in the bottle.

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Christmas offer
— Winter —
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CHRISTMAS TIN

Cat. No: 0606



GINGER STAR

Cat. No 0607

PSI cooperates with Intertek

As of 1 September 2017, PSI begins its cooperation with Intertek. For PSI members, this means: discounted webinars and workshops, the content of which can be agreed on between Intertek and PSI members as required. The seminar programme spans quality assurance concepts for consumer goods/promotional products, the associated risk management through the introduction of social compliance audits and REACH conformity up to the revision of DIN EN ISO 9001:2015, energy management as well as the aspect "Inspections in the country of the manufacturer". The first free webinar "Safety and quality of promotional products" will take place at 4 pm on Wednesday, 20 September 2017. connect.psi-network.de/Intertek

PSI / Intertek

Personal data



Sales team extended

The Bavarian advertising professional Pins & mehr, operating as a professional in the production and sale of metal advertising since 1994, has expanded its sales team.

Martina Huber (née Reiter) is the new member of internal sales. Since 2003, she is already with enthusiasm a part of the advertising world and she is also familiar with the business.

Pins & mehr

www.pinsundmehr.de



New face

Carstensen Import-Export-Handelsgesellschaft mbH in Ellerau has welcomed **Ulrike Elsner** (38) to its marketing team. She is responsible for the marketing of the entire group and is thus responsible, among other things, for all marketing activities of the reeko design promotional product division. She can look back on many years of work in the PBS and promotional product sector.

reeko design

www.reeko.com

Screen printing according to GOTS

For textile screen printing companies which want to convert their operation to sustainable production, Akademie für Textilveredlung together with Dakota Textildruck will be presenting the event "Sustainability: Certified Text Print" in Cologne on 13 September 2017, and will be discussing screen printing in accordance with the GOTS standard. The speaker and screen printer Thomas Mosner will be showing the way to achieve sustainable production. The importance of GOTS and the way to obtain certification will be explained. He will introduce the process of printing with water-based colours as well as discussing sales arguments, changes in production, economic viability and much more. Participation costs 245 euros (including catering, confirmation of attendance and much more). The seminar is limited to 12 participants. Registration and information:

www.aka-tex.de – www.dakota-textildruck.de

Seminar





Ralf Oster at the recent gala in Chicago (USA).

Ralf Oster International Person of the Year

Ralf Oster, CEO of PF Concept, has been named by the Advertising Specialty Institute® (ASI) as its International Person of the Year 2017. This award honours his attitude and successful leadership. At a recent gala in Chicago, the ASI named Ralf Oster as its International Person of the Year 2017. An honour which he and the entire company are extremely proud of. Gene Colleran, CEO of Polyconcept Global, PF Concept's parent com-

PF Concept

pany, made the following congratulatory statement: "Ralf's team continues to find new ways to fuel our customers' growth, delivering creative branding solutions on high-quality merchandise." Ralf Oster came to PF Concept as CEO in 2012, during a period in which the economy was struggling. He immediately took and implemented tough decisions which proved crucial to turning things around for the company. Including completely gutting the sales team and bringing in fresh new talent to revive the spirit and uplift the sales energy. www.pfconcept.com

Personal data

Team expanded

Promotion Pets, a supplier of customised brand mascots, is expanding its team. As of now, **Martin Stark** assumes responsibility for product compliance. In this function, he is responsible for the quality control, toy and product safety of mascots, walking acts and other custom-made products. Stark has many years of industry experience. www.promotion-pets.com

Promotion Pets



New marketing team leader

Gustav Daiber GmbH, the specialist for advertising and promotion textiles, has brought another professional on board to expand marketing, **Katrin Götzelmann**. The 38-year-old from Albstadt was appointed marketing team leader in June 2017 and boasts many years of experience as a marketing manager in the textile sector. She will be working closely with Armin Cyrus, key account manager. www.daiber.de



Gustav Daiber GmbH



Exclusive partnership with ASA Selection

Simple shapes – clear colours – highest quality: the German company ASA Selection has been synonymous with these attributes for over 40 years and enjoys an excellent reputation in the specialist trade. The premium brand is now also available in the promotional product market – new and exclusive through Römer Lifestyle. The ceramics company ASA was founded by the designer Yvonne Schubkegel 40 years ago and is today one of the leaders in the industry. The ASA Selection product line stands for a modern, clear design without any frills. Porcelain and ceramic design objects in the kitchen and living areas form the core of the brand. In addition to numerous international awards, the specialist trade brand was awarded the prestigious German Brand Award by the German Design Council in 2016 and 2017. Römer Lifestyle has been operating in the promotional product market for 5 years. With this step, the well-known Rominox® range has been extended to include a few selected ASA Selection products. www.roemer-lifestyle.de



The ASA Selection product line stands for a modern, clear design without any frills.

Römer Lifestyle



simple things are beautiful



Brumley Tex

GOTS-certified embroidery products

Since July 2017, the textile finishing company Brumley Tex from Emsdetten in Münsterland has been one of the few GOTS-certified embroideries in Germany. The Global Organic Textile Standard (GOTS) is a worldwide standard for processing textiles from biologically produced natural fibres. It defines environmental requirements along the entire textile production chain as well as social criteria. Quality assurance is ensured by independent certification of the entire textile supply chain. "This stringent standard entitles us to finish GOTS products according to the guidelines and to offer GOTS-certified products to distributors of promotional products also after embroidery," says owner Uwe Brumley, adding: "This is how our customers now sustain and sell a guaranteed green conscience."

www.brumley-tex.de

Personal data



Sales team reinforced

Since June, the Linotex sales team has been reinforced by **Karin Maurer**. She is responsible for customers in the postcode areas 7 and 8. Marcel Nusser, Managing Director of Linotex: "Ms. Maurer already has several years of experience in sales and we look forward to working with her to master the daily challenges in the promotional product sector even better." www.linotex.com

Linotex



Sales team reinforced

André Köster recently joined BOFA-Doulet GmbH to reinforce the sales team as a specialist in the field of flags, outdoor and indoor communication and events. He is mainly responsible for customers in the areas of advertising and event agencies, promotional product distributors and events. As a new field sales representative, Köster advises the customers directly on site. www.bofa.de

BOFA

Seminar on product safety

On 14 September 2017, the Chamber of Industry and Commerce (IHK) Niederrhein will be offering a seminar on "Product safety and product identification, combating product piracy" at Sportschule Wedau. Speaker of the full-day event will be Lutz Gathmann, VDID designer and VDSI safety engineer. The key topics of the seminar are 'Learning practices for recognising unsafe products' and 'Correct marking'. In addition, the participants will learn in which cases products have to be marked with CE and in which cases they do not. Other topics include product recall and recall management, product and brand protection, databases, guidelines, registration and information locations, regulations and rules. The seminar is aimed at all employees in companies that produce goods or import them into the EEA or make them available on the market. At the end of the seminar, participants will receive an IHK certificate of attendance. For detailed information:

www.ihk-niederrhein.de

IHK



Speaker of the full-day event will be Lutz Gathmann.

HERZOG+I PRODUCTS
 AB 01.08.2017

Herzog Products becomes ZOGI

As from August 2017, Herzog Products GmbH will become ZOGI GmbH as part of the company's internationalisation. Following ZOGI Hong Kong and ZOGI France, this is the next logical step in a strategic positioning. Since the company was founded in 2002, Herzog Products GmbH from Keltern has gradually developed into one of the leading specialists for electronic promotional products. With enthusiasm for good products and fresh

Internationalisation

design ideas, the name ZOGI has established itself as a strong, innovative brand that appeals with its ingenious range and its own distinctive developments. "The foundations have been laid for a successful future and we look forward to taking our customers along this path, thank them for their trust, and are looking forward to continuing our great cooperation", says ZOGI Managing Director Jörg Herzog. <https://zogi.biz>

Personal data

New authorised signatory

For the past three years, **Marina Speck** has been responsible for marketing at Furtmayr GmbH where she is the creative mind. In addition, she is responsible for sales and the key account business. Since May 2017, she has been defining the strategic direction of the brand and the company together with the owner, Stefan Furtmayr. Their aim is to strengthen and expand their position as a regional promotional product distributor.

www.furtmayrs.com

Furtmayrs



New Customer Service

Sandra Berber is the new head of the Customer Service team at STABILO Promotion Products. Since August 2017, she has been head of the 8-person Customer Service team for promotion products at the headquarters of writing instrument manufacturer STABILO in Heroldsberg, Germany. The 42-year-old business graduate brings with her many years of customer service experience in the telecommunications industry. www.stabilo-promotion.com

STABILO



New logistics centre in operation

Screw in – screw out. The "Tool Rebels" from Wera inspire us again and again because questioning standards is not simply a duty for this manufacturer of screwdrivers, it is pure passion. The clearly increasing sales figures show that Wera's standard is a successful one. In order to ensure the worldwide supply of screwdrivers in the future, the company had already decided in 2015 to set up a new logistics centre in Wuppertal. On a total area of 20,000 m², Wera has completely rebuilt its facilities and processes as well as invested heavily in these areas. The new logistics has now been put into operation. The articulated lorries in the typical Wera design have thus found a new home and the Wuppertal company now has all the prerequisites to meet the increasing needs of the future more easily and reliably.

www.wera.de

Wera



The new, ultra-modern logistics centre of Wera.

Team enlarged

In June 2017, the promotional product specialists Moll Konzept from Senden and Rathert Creativ from Hamburg joined the Creativ team as new members. The German promotional product group thus now consists of eleven companies. With the brothers Florian and Daniel Moll of Moll Konzept, the Creativ team has added a young and creative member to its portfolio. In addition to the modern full-service distribution of promotional products, the agency offers the perfect combination in the areas of trade shows, printing and logistics with its four-concept concept. The Hanses of Rathert Creativ also bring a "breeze" of know-how into the group with more than 40 years of tradition in the market. "In addition to a multitude of foreign languages in the 13-strong team and the additional location at the port of Hamburg, all members benefit from an open and constructive exchange," says Rathert's Managing Director Daniel Lontke. "We are looking forward to our new colleagues," says Steffen Uschmann, Creativ Werbemittel GmbH, who led the discussions at the extraordinary meeting in Kassel. www.creativ-team.de

Daniel and Florian Moll (left to right) bring fresh air into the Creativ team.



Creativteam



Jens Knappe and Daniel Lontke (left to right) from Rathert Creativ have joined the Creativ team in the north.



Dennis Dennig from Jung Bonbonfabrik (left) and Wolfgang Bartole from Albert-Schweitzer-Kinderdorf in Waldenburg.

Donation for Albert-Schweitzer children's village

Jung Bonbonfabrik not only shows passion in the field of promotionally effective confectionery, it also has a heart for social projects. After visiting the Albert-Schweitzer-Kinderdorf in Waldenburg/Germany, the business and marketing management of Jung Bonbonfabrik was so impressed by the high social demands and sustainability of the facility, they selected an Advent calendar from the recently published Christmas assortment and made a donation to the Kinderdorf from the proceeds for each piece sold. Up to seven children (traumatized children who were subjected to violence and separated from their parents) live in a village family. They live together with the parents of the children's village and their children. Every family lives in their own house, cooks and provides for themselves independently. Kinderdorf families organise their daily life individually. Through the intense co-existence, a family bond and relationship develop, thus giving the children support and security. Samples of the donation calendar are available directly from Jung. www.jung-europe.de

Jung Bonbonfabrik



Patrick Politze (centre) together with his new supervisory board colleagues Roland Paule (left) and CEO Jürgen Geiger at the Geiger-Notes summer festival in Schwäbisch Hall/Germany.

Patrick Politze on the supervisory board

Geiger-Notes AG has appointed a well-known representative of the industry to its supervisory board: Patrick Politze, who was until only recently the chairman of GWW Gesamtverband der Werbeartikel-Wirtschaft e.V., has now joined the supervisory body of the public limited company. In this way, the manufacturer of calendars, sticky notes and notebooks from Mainz-Kastel also wants

Geiger-Notes

to align its supervisory board even more strongly to its trading partners and their

needs. "I met Patrick Politze about 25 years ago as colleagues at the legendary 'Werbeartikel-Express' and got to know him as an absolute promotional product professional. I am therefore delighted that we were able to appoint him to our supervisory board with his experience and expertise," says Geiger-Notes CEO Jürgen Geiger. The new supervisory board member sees his task at Geiger-Notes as a "market-oriented sparring partner". "I have been impressed by the nature of Geiger-Notes' development and management for many years," says Politze, explaining his appointment. "As a member of the supervisory board, I can help to support the innovation potential, achieve the growth targets, and continue to sustainably anchor the company successfully in the market." He is supported by Roland Paule (lawyer) and his colleague Hans Boley (industrial engineer), who have been members of the Board for more than a decade. www.geiger-notes.ag

KLiNGEL Group takes over

The KLiNGEL Group is taking over the creatrade Group. Belonging to the latter are the core company Schneider Versand GmbH, which had filed for insolvency in the spring, and other subsidiaries with the brands Conleys, Impressionen and MiaVilla. The KLiNGEL Group is expected to continue to employ about 500 employees of the creatrade Group. Approximately 200 can switch to a transfer company for up to eight months to obtain further qualifications and assistance in finding employment. The core business of Schneider Versand at the Wedel site is to remain on the market. The logistics of the creatrade Group in fashion and accessories (B2C) will be integrated into the logistics of the KLiNGEL Group. The logistics in the area of promotional products, furniture and general cargo (B2B) will be further developed independently at the Hamburg-Altenwerder site.

www.schneider.de

KLiNGEL
Gruppe

Schneider Versand

On 19 June 2017, representatives of the member companies of the GWW (German association of the promotional product industry) came together for their summer meeting in Bad Nauheim. According to reports from the working groups, current developments in tax law were on the agenda. At the last meeting under his leadership, long-standing Chairman Patrick Politze handed over the GWW chairmanship to his successor Frank Dangmann.

GWW-Summer-Meeting 2017

GWW farewells Patrick Politze



Patrick Politze handed over the GWW chairmanship to Frank Dangmann at the Summer Meeting. Ralf Samuel, Manfred Schlösser, Patrick Politze, Frank Dangmann, Ronald Eckert, Michael Freter (from left to right).

Glorious summer weather, an elegant, idyllic conference venue at the Bad Nauheimer Kurpark and around 100 participants – nothing stood in the way of a pleasant and constructive meeting. Patrick Politze greeted the guests at the last meeting of his tenure as GWW chairman and gave an overview of the ongoing work of the association. Subsequently, reports from the working groups and a lecture on tax law followed.

Even more benefits for members

In just under four months since the last annual general meeting, a further 15 companies have joined the GWW, which now has a total of 322 members. Providing the

members with an exclusive benefit is the declared aim of the association. This aspiration was taken into account with the conclusion of additional framework agreements. From now on, lawyers Andreas Kammholz in the area of competition law and Dr. Janine von Wolfersdorff in the area of tax law will be available for initial consultations. Individual contracts can then be made. Agreements with various parcel forwarders continue to exist. Another good piece of news: the “Compliance: 8 Questions, 8 Responses” guide, compiled in cooperation with Prof. Dr. Hans Rück, is now available for promotional product consultants and users. Although the concise brochure is intended to assist consultants, it can also provide information for industry customers, avoid preconceptions and lead to the use of more promotional products.

Diverse association tasks

The provision of up-to-date market data and political work are still on the agenda. In order to fulfil these tasks, the GWW relies on the participation of its members in surveys. Personal contacts of promotional product entrepreneurs with politicians at federal and state level are also helpful to communicate the concerns of the industry. The German federal elections should provide sufficient opportunities for this. The updated position paper of the industry, which will be available before the federal election, is suitable as a basis for discussion. Accordingly, Patrick Politze appealed to those present to actively support the initiatives of the GWW in their own interest and to participate more than ever before. This also applies to cooperation in the working groups which deal specifically with industry-specific issues.

The seal of approval is coming

GWW Managing Director Ralf Samuel reported that the "Quality Seal" working group, in cooperation with RAL Deutschland, has pushed ahead with its efforts to develop a seal of quality: Uniform criteria and transparent rules lead to more safety and quality in promotional products and represent a competitive advantage for seal holders. The concept should be finalised in about one year. The development of GWW's own trade shows is also positive: The GWW Newsweek presented itself this year with a visitor record (4,214 visitors in 8 cities) as well as very good survey ratings. The GWW Trend will be taking place in the Rheingoldhalle in Mainz on 14th and 15th September.

Controversial discussions

Ronald Eckert, representative of the Consultants section and spokesperson of the Trade Shows working group addressed the growing criticism by certain advisory groups of the Industrial Customer Day as well as the work of the Executive Board and the Trade Shows working group. A controversial dialogue between GWW's board of directors and consultant members on the topics of association structure and work as well as on the Industry Customer Day at the PSI preceded the meeting. The debate was resumed at the meeting of the Consultants section in the morning. In his speech, Ronald Eckert summarised the three most important



The new GWW Chairman Frank Dangmann.



Ronald Eckert, spokesperson of the Consultants section.



PSI Managing Director Michael Freter.



GWW Managing Director Ralf Samuel.



Tax consultant Dr. Janine v. Wolfersdorff.

fields of activity which exist from the perspective of consultants: the collection and secure use of industry customer data, the structuring of workflows in demand and supply management based on dMas, as well as supply and price policy on and after the PSI. He called on the members to work constructively and to discuss matters objectively.



The retiring GWW Chairman Patrick Politze chaired his last meeting in this capacity.

Bundling energies instead of wasting them

Patrick Politze commented on the above-mentioned debate in a very personal statement. He was very unhappy about the recent untimely accusations and personal defamations, particularly regarding GWW's collaboration with PSI concerning the Industry Customer Day, the election of the new chairman, as well as the composition and action of the Executive Board. Even though not everything has run smoothly and there is still a lot to be done in the still evolving unified association, many things have already been implemented and the groundwork has been laid. He would like to see greater acceptance and support from the members. The association has no influence on the entrepreneurial behaviour of its members. Politze again made clear that within the scope of the Trade Shows working group the GWW has put the interests of the industry into the PSI Trade Show concept. He vigorously rejected all allegations directed at the association. The elected, independently working Board, the administrative office and the working groups take their mandate seriously, to make the framework conditions of promotional product business advantageous for the stakeholders and to constantly improve them. Dealing with problem areas such as tax law, digitalisation, compliance and equal treatment of the promotional product with other forms of advertising in the interests of the industry – these are the real tasks of the association that no company could solve on its own. Unfortunately, too much energy was



With standing ovations, the attending members paid tribute to the work of their chairman.

being wasted on side issues, instead of purposefully targeting them, he noted with regret.

ing expenses and the reduction of the flat-rate tax rate by half to 15 per cent.

New problems on the tax front

In the further course of the meeting, tax consultant Dr. Janine v. Wolfersdorff (Institute of Finance and Tax, Berlin) explained important new developments in tax law. A particularly explosive issue for the industry is a new ruling by the Federal Court of Finance (Bundesfinanzhof) in March 2017, according to which a flat-rate

tax of 30 per cent according to §37b EStG (German Income Tax Act) is to be applied to gifts within the meaning of §4 (5). Since, however, §37b refers to the gross amount, and §4 refers to the net amount, this results in a new effective tax exemption limit of 24.97 euros net per calendar year and beneficiary, if all gifts

were taxed with a flat rate. According to the consultant, these provisions are no longer feasible in practice. This example once more shows the need for the industry to submit its own position paper on tax law. It is already being prepared under the guidance of Dr. v. Wolfersdorff in cooperation with BGA (Bundesverband Großhandel, Außenhandel, Dienstleistungen e.V.) and is to be handed over personally to the financial policy speakers before the German federal election. The core of the reform paper is the new regulation on the deduction of operat-



Evelin Lange thanked her long-time association colleague Patrick Politze for his excellent cooperation.



Elisabeth Riwar announced the winners of the Newsweek contest: one visitor at each of the eight locations won a mountain bike.



Roger Riwar, President of Promoswiss, the Swiss promotional product association, delivered a whimsical speech and presented an original Swiss gift.

Farewell to Patrick Politze

At the meeting, Patrick Politze thanked the members, board members and managing director Ralf Samuel for their trust and fruitful cooperation in the search for solutions. He then handed over the GWW chairmanship to his successor, Frank Dangmann, who assumed the position of Chairman of the Board as of 1 July 2017. Dangmann also

emphasised that the association could not afford to weaken itself through internal disagreements and, as a consequence, also the value of the promotional product. The GWW is instead called upon to meet the current challenges and to develop the industry positively. He expressed his appreciation and gratitude to Patrick Politze for his tireless commitment: he decisively influenced the promotional product industry through his visionary ideas. PSI Managing Director Michael Freter, Ralf Samuel, Evelin Lange from Eurostyle and Roger Riwar, President of the Swiss Promotional Promotion Association, thanked Patrick Politze and paid trib-

ute to his many years of work as BWL and GWW Chairman during which he played a decisive role in advancing the idea of the unified association. With standing ovations, the members expressed their gratitude for the competent and pioneering commitment of their retiring chairman and colleague who will continue to follow what happens in the industry as honorary president. After the meeting, the guests enjoyed a pleasant summer barbecue evening under the arcades of the Conparc Hotel, with networking and talks, until late into the night.

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Political visit at elasto: 200 million promotional products are sold each year, 47 state-of-the-art injection moulding machines, in-house toolmaking with laser technology, 97 printing machines, 3 pre-press facilities, 550 employees worldwide – impressive numbers and new for the visitors from Berlin.

Political visit at elasto

“Shape change or suffer”



The family business elasto invited entrepreneurs, managers, administrative professionals and local politicians from the region as well as VIPs from Berlin.

Political visits to companies are the order of the day during election campaigns. The fact that a CSU MP and a CDU MP are out and about together on the eastern edge of the Franconian Alb in the Upper Palatinate Jura is a rare sight. It is therefore only logical that a considerable crowd of elasto guests greeted the State Secretary of the Ministry of Finance and his colleague from the Budget Committee of the German Bundestag in the most beautiful weather. And Jens Spahn, known from numerous talk shows, was his usual self as he is known from television: very affable, shaking hands and acknowledging recognition in view of the apparently large size of the company.

Difficult political undertaking

Marcus Sperber welcomed the high-ranking visitors from the region and Berlin, and took the opportunity to point out the problems of the promotional product in terms of taxation and compliance. Sperber said that in principle it was a shame that such a successful and effective form of advertising had to be considered a “gift” for tax purposes. In his eyes and in the eyes of many tax experts, this was an untenable situation which needed to be changed. This, however, is a very difficult political undertaking which the industry has been working on for over 20 years. According to Sperber, exaggerated compliance rules which prevent some authorities from even accepting a one-euro

promotional ballpoint pen also seriously impact the industry's turnover. The Franconian entrepreneur particularly criticised the fact that international companies are increasingly emerging as competitors without effective customs checks on their products and without paying taxes. Under these conditions, competitive offers can hardly be made to compete with such companies.

Visit with knowledge gain

Jens Spahn remained faithful to his political style in his discourse and response. He made no promises but said he would familiarise himself with the subject matter once the smoke of the election campaign had settled. He was impressed, however, by the size of the company and its comprehensive portfolio. "This is something you do not see every day with family businesses," said the State Secretary. He argued that politics, like family businesses, should be economical and sustainable. He recalled that prior to Wolfgang Schäuble, Franz Josef Strauss was the only finance minister who managed to forgo new debts. "What we are doing today is historically and also globally quite unique", said the financial expert. Spahn also spoke clear words about change and digitalisation: "Do we want to



The two elasto partners Marcus (left) and Frank Sperber (right) welcomed the State Secretary Jens Spahn (CDU, 2nd from left) and Alois Karl (CSU).

shape change or suffer," was the clear message. Everyone who remains in the past blurs the vision of the future. A statement which Marcus Sperber vigorously applauded, particularly as these are the issues that concern him entrepreneurially. Also with other topics, there was a sense of the same generation, same issues, irrespective of whether you are a political manager or entrepreneur. This was a knowledge gain also from this perspective. <

Political work on the ground

A conversation with Marcus Sperber on the occasion of the visit by Jens Spahn, CDU, and Alois Karl, CSU, at elasto in Sulzbach-Rosenberg.

This is not the first round of lectures and talks held here in your company?

No, we regularly organise such meetings and invite entrepreneurs, administrative professionals, the media and local politicians from the region. Only those who speak regularly and consistently with these people can expect their messages to be understood and to linger in their memory.

Jens Spahn and his CSU colleague are now attending up to ten events every day. How can anything linger in their memory?

It is certainly not that many because they spent more than two hours with us alone. Alois Karl knows us, but for the State Secretary of the Ministry of Finance, it was certainly the first time that he visited a company of this size in the promotional product industry. He will remember this very well because I know how astonished he was to learn that our companies are so diversely positioned and are of great importance to the region.

You presented the company in your welcome speech and also pointed out the problems that the promotional product industry has with German tax legislation.

Yes, this was the logical thing to do. Jens Spahn, for exam-

ple, was astonished that for tax purposes we were sailing under the "gift" flag despite this promotional instrument having a proven impact. He also noted that we had been presenting our case in Berlin for many years but this is a tedious task.

So is it likely to be any easier now?

Unfortunately, it is not that simple. We do not even know whether Jens Spahn will still be holding this office after the German parliamentary elections. But he asked us to send him some information, and I am sure it will not end up in the paper basket. The State Secretary of the Ministry of Finance left a very credible impression here in Sulzbach-Rosenberg – and not only here. He is one of the politicians who speak clear words and act on them, which does not always go hand in hand.

So was it a good day for you?

A very good day – also because Jens Spahn is politically and personally very likeable. Alois Karl, by the way, too. We are always looking for people, not parties – preferably across all parties – well, not necessarily all parties – but that remains our "election secret".



Präsenta Promotion International GmbH can look back on a 60-year success story in the promotional product market. For three years, the full-service agency from Solingen has also hosted an in-house trade show which has already established itself as a fixed date for many business partners and customers. One reason: the distinctive event character.

Large presentation surface for haptic advertising

Präsenta: In-house trade show as an event

Industry



Whis year, for the third time: Welcome to the in-house trade show of Präsenta Promotion International GmbH in Solingen. The venue was the huge warehouse and logistics centre of the full-service agency for promotional products located in neighbouring Haan, which was transformed into an exhibition space for this occasion. More than 200 visitors had accepted the invitation and were given exciting and entertaining insights into the company's extensive service portfolio the whole day. A total of 45 exhibitors, including many brand manufacturers, put their new

products in the limelight. "The number of registrations we receive increases every year," says Michael Ramhofer, who, together with Thomas Herriger, manages the operations of Präsenta. "It seems that the word has got out in the industry that we have a very large presentation area here."

In-house trade show with entertainment value

What is immediately noticeable: the in-house trade show of Präsenta should be more than simply a place to meet and exchange information. It is important for the company

to give the event an event character through various activities and to entertain visitors and exhibitors alike. Whilst a pianist created the right atmosphere last year, this year's activities were all characterised by a festive occasion: Präsentia is celebrating its 60th anniversary in 2017. The trade show visitors were able to see for themselves in the gallery of the logistics centre how the company has developed in these six decades and what milestones have been achieved. There was a chronologically structured exhibition showing the history of Präsentia based on numerous exhibits. From the first promotional product catalogue to the founding members of the PSI to the present commitment to the environment.

The man with the suitcase

The man with the suitcase plays a very special role in the history of Präsentia. "This is our advertising icon from the 1970s," explains Leona Herriger, who is responsible for marketing at Präsentia. "At that time, the man with the suitcase was found on many of our advertising brochures and was modelled on the typical image of a sales representative presenting the latest products to customers." At the in-house trade show, the former cult figure was brought back to life in a playful manner: one by one exhibitors slipped into the role. With a suitcase and other characteristic identification marks such as a coat, hat and sunglasses, they had the opportunity on the exhibition stage to advertise a selected product. The highlight: Alluding to the company anniversary, they only had 60 seconds. As expected, the sales pitches were all very entertaining and a good opportunity for the exhibitors to present the advantages of their products in a concise and concentrated form.

A resounding success

Product information and entertainment – with this mixture, Präsentia has found the right trade show concept to involve and convince all its key stakeholders. The company once again demonstrated its keen instinct for its own target group and market. "This was a very successful day", summarised Managing Director Michael Ramhofer in the evening. "Some customers travelled here from Berlin, Mainz and Stuttgart to celebrate with us today. But we also had many new contacts. The day has been worthwhile for us in every respect."



Two generations at Präsentia: Leona Herriger and her father Thomas Herriger.



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



A chronologically structured exhibition drew attention to the history of Präsentia based on numerous exhibits.



The man with the suitcase is back. Exhibitors had 60 seconds to advertise a selected product from their assortment in a concise and concentrated form.

>>

60 Years of Präsentia: A review

Präsentia Promotion International GmbH is celebrating its 60th anniversary this year. The small business of yore has now become a full-service specialist for promotional products with 60 employees who serve 21 corporate customers and some 700 industry customers.

The history of Präsentia began in 1957 with the founding of a small business: Präsentia KG Weber & Co. Whereby "small" is to be taken literally. The first promotional product catalogue appeared in a print run of five copies in which mainly oil kettles and driver's licence wallets were sold to petrol stations. Präsentia experienced a development boost three years later by joining the newly founded PSI. As one of the very first members, Präsentia has witnessed and participated in the development of PSI.

Full service since 1976

The cornerstone for today's full-service approach was laid in 1976. Präsentia created a promotional product assortment with complete handling for Adam Opel AG. Product selection, procurement, printing, storage, sale and delivery were handled by one source. Since then, Präsentia has continuously expanded this segment. Today, the company is one of the suppliers on the market which can offer all services related to the promotional product in-house. In addition to a logistics centre and a commercial printing shop, Präsentia has its own graphics and e-commerce department which currently serves 20 customer shops.

Klick-line product line

One of the greatest successes of the 1980s for Präsentia was the Klick-line product line. These were plastic articles such as ballpoint pens and keyrings designed by the Wuppertal industrial designer Odo Klose together with Managing Director Thomas Herriger specifically for the promotional product market. The products were produced in the region. For over a decade, the Klick-line was a top performer until the emerging competition from the Far East transformed the market and production in Germany was no longer viable.

Success story continues

Since 1989, Präsentia has been located in the historic Christians villas in Solingen. The two neoclassical villas are part of the historical capital of the city. From there, the success story of the company spread further. Highlights have been abundant in recent years. For example, the two product developments from Präsentia, the McRain/Tube A1, also known as an "umbrella from the tube", and the Appleday apple holder, attracted attention. With the latter product, Präsentia won the PSI Sustainability Award in 2016 for the most sustainable product set. Since 2014, the company's quality and environmental management has also been certified according to DIN EN ISO 9001 and 14001. A cooperation with a sourcing partner in Hong Kong, which carries out quality inspections on site and audits manufacturers, ensures optimum relations with manufacturers in the Far East. <



Managing Director Michael Ramhofer will continue the business without his partner Thomas Herriger.

Investor palero takes over

Präsentia Promotion has been sold to the investor, palero, which took over Würth Inter Werbung last year. The two full-service providers will operate jointly in the market under the umbrella of their parent company. According to Präsentia, the Managing Director, Thomas Herriger, will retire after the takeover. The employees and the Solingen site will remain with their own administration and logistics. Everything will also remain unchanged at Würth Inter Werbung in Kissing.

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On 23 June 2017, ztv Logistik celebrated its 20th anniversary – congratulations! The weather for the anniversary celebration at the company headquarters in Krefeld was almost perfect: the sun was shining and a light breeze was blowing. Against this backdrop, the guests enjoyed a successful anniversary celebration together with the hosts.

ztv anniversary celebration in Krefeld

Reliable and highly efficient for two decades



Fine weather accompanied the anniversary celebration of ztv Logistik.



Peter Kieffer, Managing Director of ztv Logistik, welcomed the many guests with the phrase: “20 years may sound a lot for some people, but not for others. Strictly speaking, we have more than 70 years of experience!” ztv Logistik was spun off as the logistics department of the long-standing Krefeld/Germany-based company Presse Keppel in 1997. Since 2010, ztv has grown remarkably – through an expanding sales department as well as appropriate marketing and manpower in the company’s warehouses. Karin Meincke, mayoress of the city of Krefeld, aptly said: “We need medium-sized companies like ztv, which contribute to the economic growth and creation of jobs in Krefeld.”

Exciting insights into the world of logistics

Three presentations gave the guests exciting insights into the future of logistics as well as its theoretical and practical developments. Prof. Dr. Michael Dirksen from Münster University of Applied Sciences accentuated above all the growing trends of individualisation, regionalisation and flexibility. Dr. Christian Lehmann, Managing Director of GOB Software & Systems GmbH & Co. KG, convinced the audience that IT investments are indispensable if companies want to be successful in the market: “Industry 4.0 has long since arrived in the everyday life of our customers so we must also implement and apply it on the company side.” Michael Kraus from cosmopol GmbH & Co. KG also pointed out the advantages of logistics outsourcing for e-com-



During a tour of the new warehouse, guests were shown the possibilities of modern logistics.



merce start-ups, which “free up resources to promote marketing and sales.”

Customers, partners and colleagues celebrate together

Afterwards, we went on a guided tour through the modern warehouse. The anniversary guests were shown the dimensions of the growth of ztv since relocating to the branch in Kimplerstraße in the Europark in the district of Fichtenhain at the end of 2014. For the customers, partners and colleagues, the celebrations at ztv Logistik came to a close in a convivial atmosphere with delicious catering and rousing handmade music from the walking band “The Speedos”.

Experience and expertise

ztv Zustell-, Transport- und Vertriebsgesellschaft mbH & Co. KG evolved from the logistics departments of two press wholesale distributors in 1997. Since 1945 (Krefeld) and 1960 (Koblenz), Presse Keppel has continuously ensured the daily supply of the retail trade with newspapers and magazines. Since the spin-off, ztv has also performed

the logistical operations for Presse Keppel and has also successfully offered its services to the market. Customers from different industries rely on the reliability and performance of ztv. The company has 16,000 m² of storage space as well as various types of storage. A team of about 150 employees takes care of customer needs. Using a modern warehouse management system, all ongoing processes are optimally displayed. By means of interfaces, different customer systems, such as SAP, and online stores can be integrated. ztv offers its customers the complete logistics service tailored to their individual requirements and needs, from receipt of goods to warehousing, picking and packaging through to delivery. The spectrum ranges from regional solutions to international shipping including complete customs handling.

<



Attentive listeners gained exciting insights into the future of logistics.

For the customers, partners and colleagues, the anniversary celebration came to a close in a convivial atmosphere.

For four decades, the promotional product specialists at Heisse Werbemittel in Halver have focused on representational advertising. To celebrate its anniversary year, the long-standing company organised an in-house fair for its customers for the first time. A special event that enjoyed a resounding success.

40 years of Heisse Werbemittel

In-house trade show celebrating anniversary

Industry



The team led by Ursula Heiße (centre) is looking forward to the guests.



Whe fact that the company Heisse Werbemittel has long been a top address for industry, trade and handicraft when it comes to creating an individual and targeted impact with original promotional products is shown by the large customer base of the promotion experts from the North Rhine-Westphalian town of Halver. It stretches far beyond the local district of Märkisch. Advertising companies from many sectors and from all over Germany rely on the advice of the Heisse team when it comes to attracting attention with eye-catching promotional products. And for every size and budget. With personal advice, comprehensive service and an open ear for special wishes, Heisse Werbemittel has, in the past 40 years, developed into a professional in the industry that enjoys the trust of its customers.

Steady growth

Ursula Heiße, who has also gained experience in the printing industry, founded the company in Lüdenscheid. When space capacity had reached its limits following steady growth and several leased premises, the company decided to move to Halver where modern office buildings and an adjacent storage area of 4,000 square metres which meet the increased requirements were located.

The latest trends and product developments

The company's first own in-house promotional product trade show, held at the invitation of its founder and managing director, Ursula Heiße, Ralph Heiße junior and their team in the company's own showrooms at the head-



Good spirits after stimulating conversations with lots of promotional impulses.



Look at that: The joy of a guest whose name was lasered onto a ballpoint pen.

quarters to mark the occasion of the 40th anniversary of the family-run company “Heisse”, showed the know-how, creativity and reliability of the company that had accumulated in those forty years. 150 companies had accepted the invitation to get to know the latest trends and product developments of representational advertising. 30 supplier partners from almost all major product areas of the industry had set up their stands in the “Designhütte” of the main building at Heisse and, with the support of the company’s team consultants, demonstrated the qualities of their promotional products. The Heisse slogan “Promotional products are a world of their own – in Halver they are at home” became a vivid experience for the guests.



30 supplier partners showed products from almost all the major product areas of the industry.



Detailed advice was available at every stand. The Heisse team, which was dressed in the corporate blue, also supported the customers.



Promotional products cannot only be touched, they can also taste good – as was the case here.

Customers took time

“Promotion is more than just a word”, appeared on the invitation to the trade show, “Heisse Werbemittel defines itself through conception, design, production, procurement of promotional products and exclusive premium programmes.” During the trade show, all of this became “tangible” in the true sense of the word. The customers took the time to thoroughly explore the numerous creative kicks of the new products and to let themselves be individually advised by the exhibitors and the team in a very personal atmosphere.

A lot of new impulses

There were therefore a lot of new impulses for the guests for their own marketing. Of course, the culinary well-being of the guests had also been taken care of. A richly filled buffet with delicious snacks and refreshing drinks left nothing to be desired. Another incentive for the visitors was the raffle of 40 vouchers for a trial golf course at the nearby Kierspe. “An obvious idea,” says Ursula Heiße, who has been playing golf for 40 years. Eventually, an impressive event ended with a lot of highly motivated haptic stimuli which benefited all participants.

Interview with Ursula Heiße

This was your first in-house trade show after 40 years in the promotional product industry. What was your impression and what conclusions have you drawn?

I am delighted with the positive response from customers and exhibitors. Our customers were enthusiastic about the diversity of the products. The exhibition, the ambience and our catering have ensured a successful event. Among the some 200 visitors, 20 per cent were also potential new customers.

Were you able to recognise product trends for the second half of the year?

Demand for electronic products is still high. Added to this are current top sellers such as fitness trackers, fidget spinners and similar original promotional products.

How do you assess the current position of the promotional product market?

The underlying sentiment is good. We are currently assessing the situation

positively. We also perceive the sentiment on the part of industry customers as satisfactory.

Do you have concrete plans or ideas that your company would like to implement in the future?

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Akademie für Textilveredlung offers training seminars on the subject of textiles. Furthermore, it cooperates with international trade shows such as the PSI. A look at the autumn programme is worthwhile.

Akademie für Textilveredlung

Training and networking

Industry



mote the exchange of information among market participants. Cooperation agreements exist at present with the international trade shows PSI (9 - 11.01.2018, Düsseldorf) and TV TecStyle Visions (15 - 17.02.2018, Stuttgart). At both events, Akademie für Textilveredlung is involved in organising the supporting programme. Other partnerships are with the Trophy & Sign Trade Show and the Merch-Days in Cologne.

Autumn programme 2017

The autumn programme of Akademie für Textilveredlung focuses on further training programmes on textile printing. Six of a total of twelve seminars are dedicated to various printing technologies such as screen, digital and transfer printing as well as sublimation. Seminars on embroidery, textile commodity science, labelling of textiles as well as an event entitled "Is my business worthwhile?" round off the programme. The autumn programme is a mixture of newly developed seminars and proven traditional seminars.

Knowledge transfer and networking – these are the core objectives of Akademie für Textilveredlung. The independent educational institution managed by Stefan Roller-Aßfalg offers vocational training and further education seminars, and also cooperates with various trade shows to pro-



The events at a glance

13.09.2017: Sustainability: Certified textile printing, Cologne
18.09.2017: Seminar on the fundamentals of textile commodity science, Albstadt
22.09.2017: From screen to printing, Oberkirch
23.09.2017: From screen to printing, Oberkirch
25.09.2017: Seminar on the fundamentals of textile commodity science, Bielefeld
26.09.2017: Professional finishing with flock & flex

09.10.2017: Textile design for digital printing, Munich
14.10.2017: Is my business worthwhile?, Aschaffenburg
09.11.2017: Textile transfers in the CMYK process, Erzhausen
17.11.2017: Seminar on the fundamentals of labelling textiles, Rangsdorf (Berlin)
18.11.2017: Punching explained comprehensibly, Cologne
30.11.2017: Sublimation: Designing promotional products easily and professionally, Düsseldorf

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2017/18





Man loves to play. And because he does this with **responsive senses**, he is more receptive to sense **perceptions** of all kinds while playing. As **playing** is mostly about haptic **experiences**, advertising is also incredibly **easy** – and above all with a **lasting impact**.



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Lovable collection

Cuddling, rattling, crackling, grasping and comprehending are the greatest things for the little ones because this is how they discover and experience the world. The MiniFeet series from mbw inspires the little ones with lovingly designed cuddly blankets, grabbers and cuddly rattles. Each character features numerous details that need to be explored. Rings, floppy ears, rattles and cheerful, bright colours in combination with cuddly materials emit the magic that children love and parents appreciate. The cuddly collection makes it easy to convey long-term messages. Once you have found your favourite in the MiniFeet series, you will not want to give it away in a hurry.



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Good night children

Klaus Stephan ensures a relaxed atmosphere in the children's room with a slumbering aid for children, the new Playbulb Zoocoro night light from MiPow. Whether it be a bear, a pig, a rabbit, a duckling or a plane, the cute assistant to help children fall asleep provides a gentle light in all RGB colours and plays a good-night story through the built-in Bluetooth speakers. The toy also makes a cool decorative element during the day. Playbulb Zoocoro responds by tapping and recharges wirelessly.



Cuddly soft slumber

The cheerful and colourful sleeping bag from Malgrado is a cuddly soft companion throughout babyhood. The cuddly feeling created by the high-quality interior and exterior material conveys trust and safety. An extra-long zip on the side and adjustable straps ensure convincing good handling. From a quantity of 500 pieces, Malgrado offers special productions as desired. The sleeping bag is available in the sizes 60 cm, 70 cm and 90 cm. The basic materials are cotton, terry cloth or velour. Finishing is printed or embroidered. In addition to the sleeping bag, the company also recommends suitably matching baby bibs, hooded towels and baby socks which can be combined into a set.

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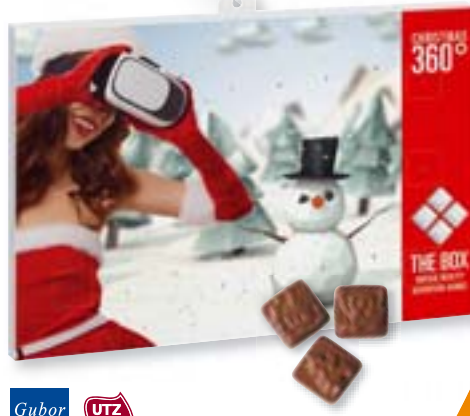
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Unlimited fun

The new colouring books from Staedtler offer a lot of fun and space for creativity. The lovingly designed colouring books in the formats DIN A4 and DIN A5 can be combined with coloured pencils, fibre-tip markers or even wax crayons, according to the customer's requirements. The themes of the farm and favourite motifs as well as animals and vehicles are available as standard motifs. On request, your own motifs can also be created. From 100 pieces, the colour boxes are enhanced by digital printing to create effective advertising vehicles.

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Creative give-aways

Whether it be at a POS, at customer events or promotional events: the 90 mm figures from Calafant for setting up and painting are creative give-aways and advertising ambassadors. The original range with 20 motifs is constantly being expanded to include new characters and can be presented with 50 pieces (8 x 6 figures plus 2 bonus figures) in the "fortress" and "castle" counter displays. All the figures are customisable through a personal advertising imprint or an exclusive design, and are also available without a display. Setting them up is not only child's play for children: simply push the pre-punched parts out of the carton and put them together. The new idea made by Calafant comes without plastic and packaging.



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Touching allowed

Knox, the plush puppet from Inspirion, turns every children's room into a large theatre. No fear of wild animals: The plush figure is quite tame. Just slip in your hand and the fluffy lion comes to life. The animal promotional product promotes motor skills and coordination skills and awakens the playful instinct of young and old. It also has a paper heart for printing. Whoever roars the loudest is also heard: That is why this lion is an effective advertising ambassador.

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Glucose classics

The glucose Lolly from Frigeo with the distinctive inclined lolly style is known to everyone and creates nostalgic feelings. The selection of fruity flavours such as cherry, strawberry or tropic make the lolly a true glucose experience. Kalfany Süße Werbung can personalise the white gloss film around it according to the customer's request and gladly delivers Lolly on time to customers who value delicious classics.



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Light and easy to digest

The new Emsa Squeeze water bottle is available in two versions: as a sports version and as a kids' version, both with a practical sports closure which is 100% sealed and allows one-handed drinking. The special feature: the high-quality soft touch surface is so soft that the bottle can be pressed for volume regulation. In addition, the water bottles are not only extremely light, robust and scratch-resistant, but also BPA-free and resistant to acids. All components can be easily cleaned in the dishwasher. As an impulse item, the colourful squeeze drinking bottles ensure ringing cash registers at the POS.

CAMILLE BLOCH IST EIN GESCHENK.

Camille Bloch
CHOCOLATERIE SUISSE
DEPUIS 1929

Das Familienunternehmen mit Sitz im Jura ist für seine hochwertigen Spezialitäten bekannt. Weniger bekannt ist, dass Sie jede davon auch unter Ihrem eigenen Namen verschenken können. In einer Verpackung, die ganz nach Ihren Wünschen gestaltet wird.

Camille Bloch nimmt unter den Schweizer Schokoladenherstellern eine Sonderposition ein. Und dies gleich in mehrfacher Hinsicht. Denn dieses Familienunternehmen macht alles etwas anders.

Das fängt damit an, dass man hier alles noch selber macht. Wo andere längst mit eingekauften Couverturen arbeiten, beginnt bei Camille Bloch die Herstellung der eigenen Schokoladen-spezialitäten noch mit dem Rösten der Kakaobohnen.

Doch auch die Schokoladespezialitäten von Camille Bloch sind einzigartig. Ragusa und Torino beispielsweise sind so eigenständige Kreationen, dass sie über die vergangenen Jahrzehnte zu eigentlichen Klassikern geworden sind. Sie werden heute noch unverändert nach dem Originalrezept hergestellt. Zwar sind bei beiden Varianten mit dunkler Schokolade dazugekommen, aber bei Camille Bloch hält man seit Generationen am Bewährten fest. Dies gehört zu den Vorteilen eines Familienunternehmens, das um den Wert seiner Traditionen weiss.

Und zu diesen Traditionen gehört auch, dass die Spezialitäten von Camille Bloch immer schon gerne verschenkt wurden. Nicht nur im privaten Rahmen, sondern auch von Firmen, Vereinen und anderen Institutionen.

Um Ihr Geschenk möglichst individuell zu machen, kennt das Unternehmen keine kreativen Grenzen. Sie können jedes Produkt des Unternehmens wählen, können die Produkte mischen und dann individuell verpacken lassen. Ob zu einem Jubiläum, als hochwertiges Weihnachtsgeschenk an Firmenkunden, als spezielles GiveAway an Messen, die feinen Naschereien von Camille Bloch sind stilsichere Werbeträger für anspruchsvolle Unternehmen. Fragen Sie uns, was wir für Sie tun können! Mehr Informationen dazu finden Sie auch auf www.camillebloch.swiss/b2b

Camille Bloch im Überblick

Gegründet 1929 von Camille Bloch

- Innovativ: Erfinder von Ragusa und Torino sowie der Kirschsokolade ohne Zuckerkruste und der Mousse Schokoladen
- Röstet seine Kakaobohnen noch selbst und verzichtet auf eingekaufte Couverturen
- Einer der grössten Arbeitgeber der Region (180 Mitarbeiter)



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Carefree package

For the medical technology manufacturer UEBE Medical, the creative team of DK Verlag has created a very special gift book. The book „Alles wird gut, kleiner Lenny!“ was presented as an attractive promotional product to the end customer when buying a Domo-therm fever thermometer. The ingenious idea: The fever thermometer has already been integrated into the sweet story about Lenny the hare and thus attracts immediate attention. DK Verlag also develops tailored products for all other customers: a wide range of topics, flexible features and scope and individualised according to customer requirements.



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A cute way

Fully customized plush toys are a cute way to impress kids of any age. These soft and friendly plush dogs can be perfect corporate New Year gift, giveaways or promotional merchandise. Dress a plush dog in your corporate style: add scarf, hat, T-shirt or another accessory as well as a customized hang tag, include your logo, colors and slogan to represent your brand and message perfectly. Plush dogs are only the beginning – SCS Promo has a whole zoo full of plush animals.



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Spinning toy

They do their rounds everywhere and fly elegantly from finger to finger. Fidget Spinners are the great trend this summer. The toys available at PF Concept, which look like small propellers, relieve stress, ensure better concentration and are perfect to impress with small tricks. The basics are quickly learned and while PF Concept's Fun Tri-Twisters turn for three minutes and longer, they can move from finger to finger or land with a brave throw behind the back on the other hand.



3D metal-pendant card

This ornament Christmas tree is made of gold-plated brass. Available in transparent bag or in DIN-C6 envelope.



3D wooden puzzle card

In the size of DIN long, the customer can easily put together the 3D wooden puzzle.



Plant-wood office

The big maple plant-wood offers a high natural experience in the office, filled with spruce-seeds or any seed of your choice.



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Ideal summer fun

Summer time is soap blowing time. The airy Pustefix soap bubbles from Success-Werbung ensure joyful laughter and a good mood among people of all ages. The popular customisable items with an enormous entertainment value have proven themselves as give-aways for outdoor use in the warm season. The articles are uncomplicated, well known and always fascinating again and again. Pustefix is the ideal summer companion with a lasting advertising effect between chilled drinks, delicious ice-cream and outdoor activities.



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Creative kneading

The company KNETÄ offers individually designed 100 per cent vegan plasticine made in Germany under the label of the same name. Infinitely flexible as the plasticine itself, the young company can finish the special KNETÄ products as desired. Whether it be for mailings, celebrations, shops or as a give-away, KNETÄ can be used almost limitlessly. In addition to the different can shapes, the plasticine is also available in different Pantone colours, together with a logo stamp in the plasticine (as a surprise effect when opening the cans). Of course, branding on the can lid itself is also possible. KNETÄ is also available in bags or sets, if desired also with individual cutters – there is something for every budget. Further CI wishes of the customer are gladly fulfilled on request. The company also guarantees “super-fast delivery times”.

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TECHNIQUE MEETS DESIGN

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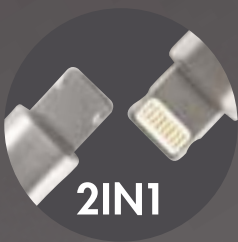
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Delightful help

Children's toys and baby accessories that tell stories are offered by Reciclage. Knitted with great affection, crocheted and handmade in village communities in Bangladesh, which are members of the WFTO (World Fair Trade Organization). By choosing one of these products, women are supported in their way out of poverty and the contributor conjures up a smile on the faces of children in Bangladesh and in nurseries all over the world.

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High cuddly factor

A wonderful example of a cuddly toy that will sneak into the hearts of customers is Oskar. Available from elasto, the bear with a scarf is skilfully sewn with brown yarn at the mouth and nose. Its bright black eyes are made of plastic. The longer fur made from PV plush is particularly soft and cuddly. Oskar's scarf can be decorated in one colour by using screen printing.



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Not prickly at all ...

... and extremely lovable is Waschigel Ingo. Washing in the shower or bath is even more fun with this cute hedgehog. It measures approx. 13.5 cm, is softly filled and made of polyester. team-d GmbH has supplied a colourful assortment of toys for over 20 years. "team-d customers can also feel really safe with regard to existing and future product safety laws," claims the company. As a member of the German association of the toy industry (Deutscher Verband der Spielwaren-Industrie e.V.) and with regular training for certified specialists for toy safety (GFS) at TÜV Rheinland, all possibilities of knowledge, competence and control are used to meet the complex requirements of European directives.



Helpers in need

With the practical, inflatable children's toilet from Global Innovations, parents of small children are prepared for everything: equipped with a practical insert into which a bag can be inserted, this advertising medium is the right item for all young parents, grandparents, uncles and aunts. Matching bags can also be ordered, but common rubbish bags can also be used. Protected by a trademark, the toilet is space-saving to store for the very little ones, and can be completely individualised from a quantity of 1,000 pieces.

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Pleasurable rituals

The dermatologically tested and hypoallergenic Tiny Rituals baby gift set from Trendfactory is a pampering and relaxing pack for babies. Nourishing almond oil and rice milk have a soothing effect, nurture the skin of the young ones and provide a feeling of well-being. The hair and body care set contains a nourishing bath oil and a mild body lotion, an extra mild formula rich in natural and organic ingredients. With 10 per cent of every Tiny Rituals product, Trendfactory supports the Tiny Miracles Foundation in India, which gives children a better start in life.

Cuddly and adorable

Scooby from Reda is a soft, cuddly and adorable plushy dog with a little scarf around his neck which just make this toy even cuter. What is more, you can name the dog as you like. Perhaps give it the name of your company, as the little scarf is suitable for transfer printing technology. The other printing possibility is digital printing straight on the card that can be attached to toy's ears and can even have a shape of a heart.



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<https://www.psiproductfinder.de/yzg0od>



Logo gyros

The Forbes magazine voted it the trend toy of the year. Online there are special YouTube channels, user forums as well as instructions for the best tricks. The anti-stress toy called Fidget Spinner promotes coordination and motor skills and is even recommended by therapists. Spranz is also riding the wave that spins through all target groups and is presenting its variant: the thanxx® "LogoSpin" handspinner. This "budget choice" with good smooth operating characteristics can be printed all-round by means of digital printing, optimally highlighting the desired motif in a positive context. The "LogoSpin" is delivered in a polybag with a design instruction card.

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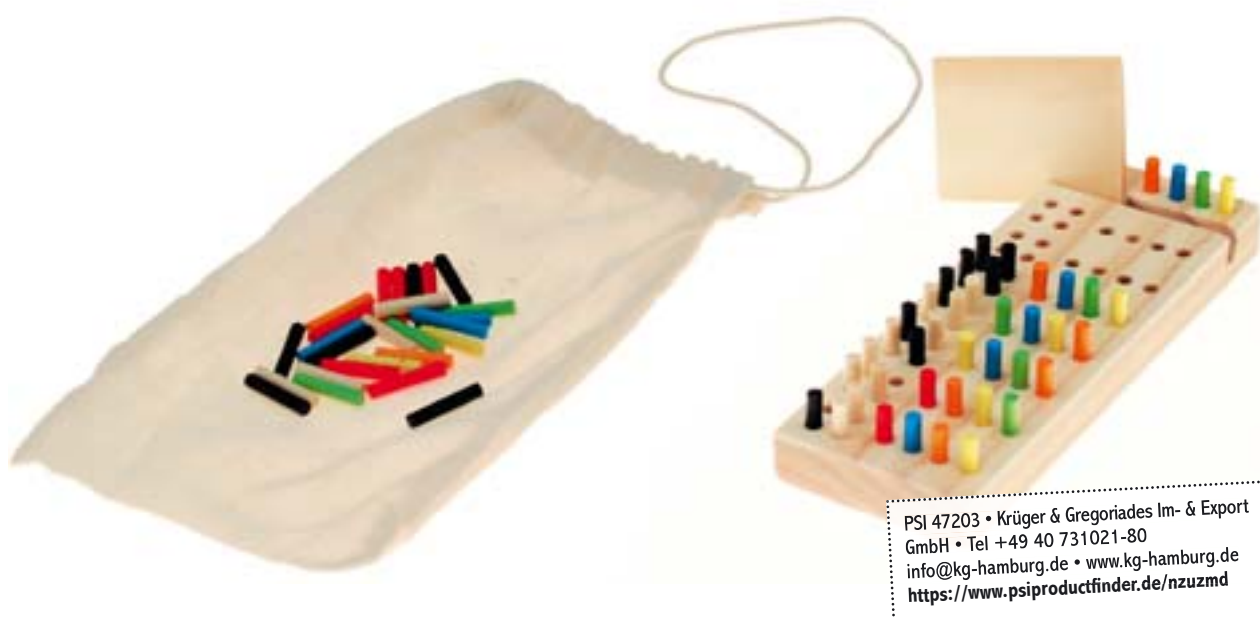
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Six-sided stress valve

The Heju Fidget Cube from KMS, an anti-stress gadget for nervous hands, could not be more entertaining. Whether you click on the number field, thumbwheels with gears or metal ball, turn the rotary disk, tap the “light switch” or move the “joystick”: The Fidget Cube soothes nervous spirits and is a pleasant change to the smartphone and the like. Studies show that moving an object with your fingers can promote concentration and reduce stress. An individual advertising message can be applied on the sixth, smooth side of the cube.



Perfect logic training

With Cool Brain, Krüger and Gregoriades have revived a well-known wooden board game for two people. In this clever classic game that has been sold a million times, one player first lays down a combination of four colours. The goal is to decode the colour code of the opponent within a maximum of seven steps. Using black and white pins, the opponent signals whether the colour and position in the respective move were selected correctly. The strategy game is packaged in a cotton bag with drawstring. Other colours are possible through a special import. The minimum order quantity is 100 pieces.



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Cuddly companions

PF Concept cuddly toys are friends, aids for falling asleep and companions for a child's lifetime. Fluffy and soft, they convey a sense of security as only a plush toy can. Every child will be happy with these friendly cuddly toys. In combination with the MyKit adapted to the needs of babies and toddlers, the cuddly animals are the ideal birth gifts, for World Children's Day, for Christmas, or simply for in between.



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

Reducing inner unrest

The anti-stress cube (fidget cube) is available in two sizes, numerous colours and on request also individually designed at X-tra - BooX. Nervousness, tension and stress often manifest themselves by rocking of the foot or by the fingers being constantly in motion, for example, by pressing ballpoint pens. These anti-stress cubes serve to reduce this inner unrest. With both the 3.3-centimetre pocket size version and the desktop version, which is twice as large, the user basically has six different alternatives to preoccupy his fingers: switching, turning, joystick, pressing, twisting and blowing.

Absolutely in line with the trend

Darts is the trend sport par excellence. Due to the steadily growing media presence, this sport is currently receiving more and more attention. Hörsteler offers a complete set consisting of a dartboard, dartboard surround, darts and oche (throw-off line). The dartboard surround is best suited for advertising. This protective ring serves as wall protection and can be printed in several colours. And you are ready to play.



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Game idea for young artists

In the giant egg full of plasticine fun from team-d, eight different colour plasticines, three tools and eight moulds are included. This allows children to design creative figures and shapes such as a snowman, mouse or house. An ideal product, for example, for "open days" or events where children are given a popular task that they can take home with them. Advertising can be applied with a doming sticker at the top of the egg.



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Far-reaching signal effect

Anyone who wants to attract the full attention of his dog cannot go past the tried and trusted whistle. In the case of a dog, conductor, school, company or a demo, the signal effect of a whistle is clearly documented, and whoever wants to call the one from A&J Agnieszka Polak his own, will receive the small product together with an attention-grabbing epoxy sticker with an advertising message in full colour print to complement the acoustic effect.



PSI 42487 • Reflects GmbH
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<https://www.psiproductfinder.de/owe0zt>

The anti-stress trend in 2017

The toy hype around the Fidget Spinner in Europe has been spreading extremely fast since the beginning of the year, and it is a lot of fun. With specialist websites and YouTube videos, a lot of fan communities are popping up like mushrooms. With a Reflects all-over print, the most popular toy among Germans at the moment can be designed to be promotionally effective. The Reflects Spinner is a fascinating hand-held toy with a high trend factor, which can be moved quietly between thumb and index finger like a vibrating propeller. As an entertaining attention generator, the Reflects Fidget Spinner is the ideal promotional product. It also helps against stress and nervousness.

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Almost two years have passed since the company reeko design became affiliated to Carstensen Import-Export Handelsgesellschaft mbH in Ellerau in 2015. Since then, the company founded by Reenald Koch in 2003 has developed strongly with a refined concept and a clear profile.

Restructuring successful

Smart – different – affordable



With the CELIA key chain, you also have your own personal guardian angel.



Design at the workplace: The magnetic office clip holder TRIANGLE.

The integration into a larger as well as powerful company structure brought many advantages and was accompanied by a restructuring which is now able to offer exceptional services to the professional promotional product trade through a clearly structured profile, a differentiated product portfolio and extended options. The revised face of reeko design is now also reflected in the new corporate motto “Smart – different – affordable”.

Strong Group structure

A lot has happened in the past two years since reeko design was integrated into Carstensen Import-Export Han-

delsgesellschaft mbH with which reeko design had already previously had important contacts. Founded by Sönke Carstensen in Hamburg in 1991, Carstensen is now one of Germany's largest importers in the POS sector (paper/office/stationery) and is today a subsidiary of the holding company Eurasia Statinvest GmbH. Carstensen and its partners operate branch offices in Bremen, Nordhorn, Bangkok, Hong Kong, Jakarta and Shanghai and employ around 180 people. With the POS assortment of the Stylex brand, the holding company operates around 10,000 sales outlets in Germany and in terms of quality, financing, delivery reliability and compliance has earned an illustrious name as a professional, trustworthy and reliable business partner.

Customers benefit

With reeko design, Carstensen has now opened up a segment directly in the professional promotional product market for the first time. And with the potential of Carstensen (with an annual turnover of almost 100 million euros) behind it, reeko design now also has a new impetus and concept in the promotional product trade. And the customer benefits from this.

Focus on quality and compliance

Thorsten Köhler, together with Martin Pancke, Managing Director at Carstensen and the reeko design business division: "The new claim of reeko design, 'Smart – different – affordable', outlines the new qualities of the supplier: Smart stands for intelligent, self-developed promotional products, different for the special, unmistakable flair of these products, and affordable for the inexpensive, affordable quality of the advertising vehicles. Products from reeko design enjoy optimum conditions in terms of volume, are subject to quality control tests in accordance with European test standards, and comply with social compliance guidelines. With our many years of expertise in terms of quality and compliance behind us, this means, above all, unconditional reliability for our partners in the promotional product industry. This means that every product that leaves our premises is thoroughly inspected, certified according to legal standards and guidelines and labelled as such. For example, we are a member of BSCI, FSC and work closely with renowned testing institutes. In addition, we check our products once again through our in-house quality management and audit our suppliers as well as their factories. The safety of our customers is our number one priority," explains Köhler.

New product range – new faces

The fact that we are on the right track is reflected in the growing satisfaction of our distributors who put their faith in the products and services of reeko design. A large contribution was made by the new sales team headed by Marco Reimann (Head of Division), where the new concept is based on flat hierarchies with a great deal of personal responsibility, and the catchphrases "Smart – different – affordable" is communicated in a clear manner. These new faces are joined by a new catalogue with a clearly structured content structure with few categories, a reduced range, and valuable as well as aesthetically appealing products.

Customised promotional products

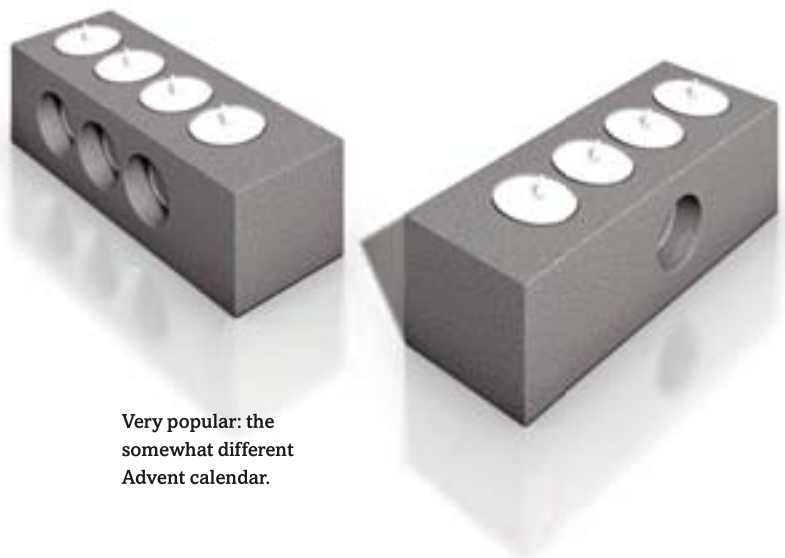
"In addition to our core assortment, which is constantly available, we also offer customised promotional products.



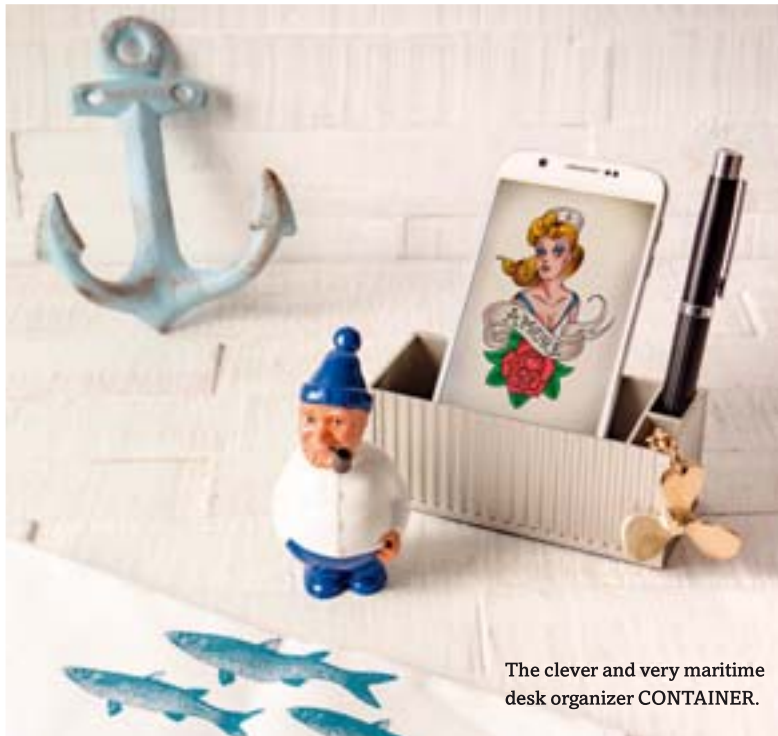
TINI, the smart LED flashlight, including hooks, e.g. for bags.

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smart gifts



Very popular: the somewhat different Advent calendar.



The clever and very maritime desk organizer CONTAINER.

Special products are custom-made in close contact with our customers who we advise and support with our design skills from the initial idea to delivery of the finished product – if necessary also with new tools, but in any case within short periods and at fair prices,” explains Marco Reimann. In addition to the new collection (which in terms of “different” is to be further streamlined), the website was relaunched and a new webshop was created. A visit to the website of Carstensen reeko design is recommended to gain a first impression of the reorientation of the company. <



With the bread knife and BAGUETTE crumb tray from reeko design, each baked product is easily cut up and unwelcome crumbs are immediately collected during cutting.



Reorientation gives reeko design by Carstensen a clear structure.



The new contact persons for the promotional product industry in the reeko design team: Martina Odebrecht and Taras Sherhey.

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With its new product line “Tierisch gute Werbung”, Emotion Factory offers the promotional product industry the building blocks for effective advertising concepts with which companies in the pet supplies market and other dog-friendly occupational groups can purposefully address their customers. After all, the quickest way to the master is via his dog. In this case, via everything dogs like.

Especially for dog-friendly customers

Innovative product line



Effective promotional messengers that lead to the master via his dog: This is “Tierisch gute Werbung”, the brand-new product line from Emotion Factory.

Some ideas are so clear and obvious that one has to stumble over them before consciously noticing them. That is why Armin Rigoni, who took over Emotion Factory about a year ago, told us the story that led to this new product line: “When buying food for our dog, we received a printed ballpoint pen from the pet store. Nothing against pens, but pens and dogs – they seemed the total mismatch in our eyes. “A little later, Rigoni came up with a brilliant idea: “When a dog is happy, his master is too. So what could be more logical than linking an advertising message with a treat for the dog?”

Brand new ideas for numerous target groups

A reward for the dog creates a positive mood, which makes the dog owner especially open to advertising messages. It is that simple – but nobody has come up with this idea before. That is why “Tierisch gute Werbung” is brand new on the market and available exclusively at Emotion Factory. The sophisticated concept can, for example, support dog schools and sports clubs, pet store and accessory traders, veterinarians, animal groomers, as well as animal book publishers or town councils in marketing and communicating their messages in a targeted manner.

Brand-name animal food "Made in Germany"

This new product line is also fully committed to the concept of sustainability and quality, which also distinguishes the other brands of Heri-Rigoni. Only high-quality, well-balanced brand food "Made in Germany" comes into the tin or the versatile packaging. This is made possible by a cooperation with the Bavarian manufacturer Interquell whose product "Happy Dog Wellness Snack" is packed in small tins, bags, sacks and, if desired, in resealable tins.

Individually branded with printed banderoles or labels, all of them are eye-catching promotional ambassadors.

Synergy effects utilised

The fact that Rigoni can offer so many packaging ideas and has included other suitable products such as baking moulds in the shape of a dog is attributed to the versatility of Emotion Factory. "We have been able to make use of many components that we produce ourselves in product development as well as for other products," explains Rigoni. An amusing addition to the assortment is the hemispherical plastic bowls (filled with treats) from the company's own moulding shop which give four-legged friends a long-lasting pleasure as a toy. With this new product line, Emotion Factory once again demonstrates its creative potential and responsible conduct, and demonstrates how a supplier can expand its product range meaningfully.

Sachets of treats: Plenty of space for promotional messages on the packaging.

Ingenious product idea: As a toy, the plastic bowls produced in-house ensure four-legged friends lots of fun for a long time. This is advertising with a long-term impact.



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Tierisch gute Werbung – diese neue Werbeartikel-Linie ist nicht nur ein Slogan sondern auch Programm: Tierische, indirekte Werbeziele, gute Produkte und eine Werbeform, die ganz neue Zielgruppen anspricht!

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DreamPen has been successfully operating in the promotional product market for 20 years. By its own account, the Polish manufacturer of promotional pens holds the leading position in Europe. DreamPen has also made a name for itself in the United States, Asia and the Middle East. The flagship of the company: Clip4you.

Clip4you makes the difference

Individuality made to order



With Clip4you, the name says it all. According to the company headquartered in Zielona Góra, “this unique product is a custom-made ballpoint pen with an individual clip that can be adapted to customer requirements.” This makes the customised writing instrument an ideal advertising vehicle. The clip can be produced in 2D, 2D+ and 3D optics, as required. Full-colour digital printing intensifies the colours and is particularly suitable for printing the entire surface. “The creativity of

the clip and the high quality of the digital print guarantee exceptional colours and an unusual shape,” says DreamPen, pointing out the advantages of Clip4you.

Eye-catcher with long-term impact

DreamPen does not focus only on creativity and quality. Customer orientation is also a top priority for the Polish promotional pen manufacturer. “It is important for our customers that our ballpoint pens with a custom-made



In 2015, DreamPen opened a subsidiary in Miami, Florida/USA.

3D clip transport the desired advertising optimally and reach the end customer as quickly as possible," says DreamPen, stating two important factors. "A ballpoint pen is a constant companion. Each time it is used, it advertises the product depicted on it. This can have a positive influence on a future purchasing decision of the person who has received the ballpoint pen. This type of advertising is cheaper than a TV spot and can also be even more successful," claim the knowledgeable minds in Zielona Góra. Currently, DreamPen produces seven different models of Clip4you ballpoint pens. Each model is available in a classic, transparent or satin version, which can also be provided with metal parts. An innovative and extraordinary solution, which DreamPen also offers to stand out from the competition, is the connection of Clip4you with transfer print 360. According to the company, a unique feature is also print with a chrome effect.

Close cooperation

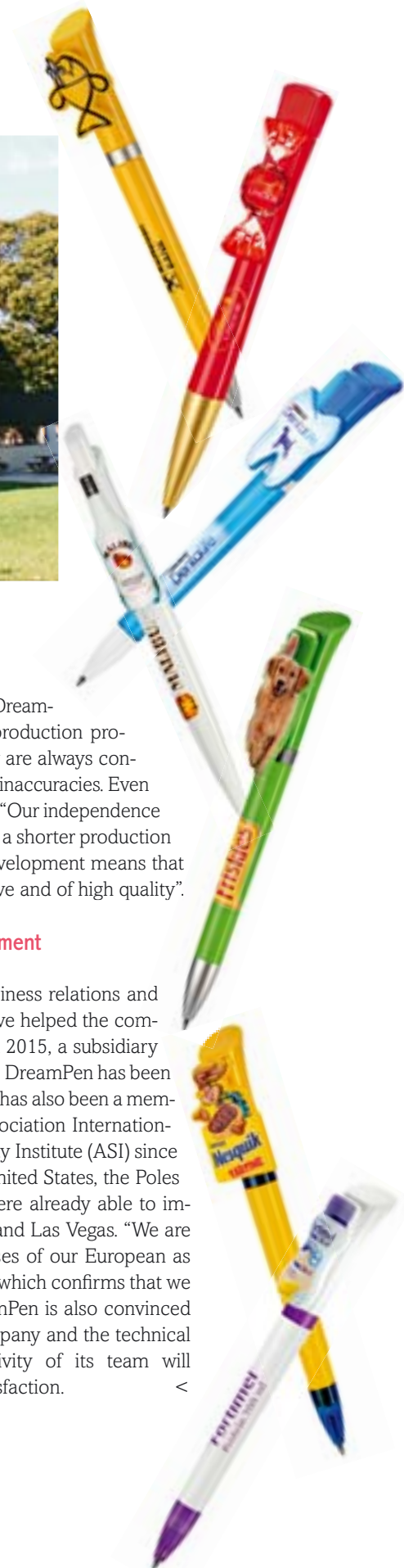
DreamPen is very satisfied with the response to its promotional ballpoint pen. Moreover, the enormous interest has encouraged the decision-makers to expand. Next year, an even more modern headquarters is to be created. "This will enable us to meet our customers' needs even more effectively. We are expanding our production, injection moulding and tooling departments as well as our machinery. "Customer service is also to be further optimised to achieve even greater efficiency. In future, all departments will be located in one building complex. At DreamPen, all orders will be processed from the beginning to the end under one roof. The close cooperation between the experienced, qualified employees ensures that a convincing end product will be made from a joint project to optimal-

ly meet the needs of the customer. DreamPen's mission is to ensure that production processes and the associated quality are always controlled in order to avoid errors and inaccuracies. Even the refills will be produced locally. "Our independence from other companies will enable a shorter production time." In addition, continuous development means that "our products are both inexpensive and of high quality".

Systematic further development

The systematic expansion of business relations and a growing interest in products have helped the company to establish itself abroad. In 2015, a subsidiary was opened in Miami. In addition, DreamPen has been part of the PSI for many years and has also been a member of Promotional Products Association International (PPAI) and Advertising Specialty Institute (ASI) since entering the US market. In the United States, the Poles quickly gained a foothold and were already able to impress at trade shows in Chicago and Las Vegas. "We are delighted by the positive responses of our European as well as our American customers, which confirms that we have taken the right path." DreamPen is also convinced that the development of the company and the technical standard as well as the creativity of its team will continue to ensure customer satisfaction.

<



The motto of Karl Knauer KG is never to be satisfied with standard with any of its achievements. The packaging specialist not only supplies packaging of all kinds, but also creative promotional products and custom-made products. Whether it be development or production – customers benefit from the company's many years of experience in planning, conception, printing and finishing.

Special promotional products from the packaging expert

Impressively diverse

The Trio-Pad with a 3D effect: The latest innovation which was developed on the basis of a customer's request is extremely popular in the market.



From packaging for vegetables to the multiple award-winning "Bombay Sapphire" packaging to promotional notepads – the company Karl Knauer KG has a diverse portfolio. What not everyone is aware of: the packaging specialist even develops packaging machines. The fact that packaging and machines come from a single source proves that Karl Knauer KG is an expert that knows exactly what is important. Know-how and expertise are also evident in the promotional product sector. Here, the company offers an exceptional implementation of classic give-aways such as adhesive notepads as well as other impressive customisable products.

Creative experts

From the idea to the finished promotional notepad, the path to success is creative rather than long. Many new products are created at the request of a customer who wants to convince with a very special product. Together with the specialists for promotional product development

at Karl Knauer KG, every effort is taken to try to realise the customer's request as precisely as possible. The company's creative minds and product developers can rely on their many years of experience and the expertise of their colleagues in production and sales. How should we envisage the development process of a new product? "When the decision for a design has been made, we first carry out a small edition to check whether it is feasible to implement it," says Peter Werner, Team Leader of Research and Development. The samples are printed by using digital printing, then plotted and glued by hand. In consultation with the production, the production process is directly optimised and adapted.

Great product diversity

Subsequently, the so-called zero series starts. These are tests which the entire production process undergoes. After further small optimisations, a final overview of the production costs and the inclusion of the new product in the portfolio are prepared. In this way, the team creates a prod-

uct that is not only aesthetically convincing, but also completely optimised in terms of its production costs. At the same time, the topic of sustainability is taken into account. By using the print sheets efficiently, for example, waste can be minimised. "Customers can choose from our wide range of products and always be sure that the production of their desired promotional product is absolutely environmentally compatible and sustainable," explains Michael Wieckenberg, Key Account Manager for Promotional Products at Karl Knauer KG.

Individually designed and finished

All promotional products from Karl Knauer KG are completely customisable. This means that they can be customised according to customer requirements. Peter Werner explains: "Special designs can also easily be created by us. We always try to meet our customer's requirements as closely as possible." The promotional products are produced using high-quality offset or screen printing. Various finishing options such as hot foil embossing and matt/gloss as well as soft touch effects, are available.

Innovation: Trio-Pad with a 3D effect

The Trio-Pad, the latest promotional product innovation, was also preceded by a customer request. The entire development process lasted approximately two weeks. Although Karl Knauer KG also offers standard products, it develops a large number of products and solutions that go far beyond the ordinary. The Trio-Pad is one of them. This is a classic notepad which creates a 3D effect through form punching. This analogue 3D effect can be individually planned both in printing and in the form of the punching, thus offering the highest degree of individual design. Michael Wieckenberg reports that from daily use "the Trio-Pad is enjoying increasing popularity. In addition, all adhesive products are generally proving particularly popular. These include adhesive notepads and form-punched sticky notes as well as hardcover sets. Even our classic notepad cube always finds customers, whether as an adhesive notepad or as a notepad."

Acting in an environmentally conscious manner

Karl Knauer KG has always been aware of its ecological responsibility – after all, the company's basic materials are natural products: paper, corrugated board and cardboard. Michael Wieckenberg explains: "The desire of many customers for sustainably produced products has increased significantly in the area of promotional products. This is why we responded at an early stage to this changed environmental awareness." Ecology, economy and social responsibility are the three pillars of the company's environmental policy. The company's commitment to a respon-



sible procurement policy, FSC, PEFC and other certificates which confirm the sustainable orientation of the company, as well as providing advice on ecological product variants, has been rewarded by a multitude of awards such as the PSI Award "Sustainable Company of the Year 2016" last year.

High-ranking awards

In addition to the PSI Award "Sustainable Company of the Year 2016", Karl Knauer KG was also distinguished in the "Environmental Excellence" category last year. The packaging specialist received the German Design Award 2017 for its note sculpture. The individual shape of the notepads convinced the jury, as well as the fact that the sculpture is available in two sizes and can be individually designed – both on the cutting edges and on the individual sheets. The company also received the iF Design Award 2016 for the twisted note sculpture. What also convinced the jury was the fact that the promotional product is a real eye-catcher with a lasting effect. With the dynamic twist, the advertising message is presented in a high-quality and effective way. <



Michael Wieckenberg, Key Account Manager for Promotional Products at Karl Knauer KG



Peter Werner, Team Leader of Research and Development

Since 1 January 2017, the GoBD has been valid without restriction. This has a serious impact on companies in trade, catering and services. The problem: Not all parties have been aware of the extent to which GoBD affects their organisational processes. Martin Heinemann, Managing Director of CDH Computer Division Heinemann, sheds some light on the matter.

Principles of correct digital accounting

The pitfalls of possible omissions



Four letters that say it all: GoBD or “Principles for the proper management and retention of books, records and documents in electronic form as well as for data access”. What initially sounds very bureaucratic is simply the principles of correct digital accounting. And indeed, in the truest sense of the word principles. For the GoBD is not a law, but clear working instructions of the tax authorities. By implication, this means that if you want to avoid legal disputes with the tax office, you should adhere to the GoBD – even if an infringement alone does not lead to a fine or reassessment of your tax

liability. Adhering to the GoBD and, therefore, the principles of correct digital bookkeeping, also affects e-mail archiving. For this purpose, the legislator makes a clear statement and requires that each document be displayed and printed exactly in the same form as it was recorded. An e-mail cannot be deleted if it is related to sales. It cannot be deleted even if it has been printed out before. In any event, it is essential that operations are stored in such a way that they can no longer be changed because, according to the legislator, “an entry or a record must not be modified in such a way that the original content can no longer be ascertained”. The company must provide proof

of this. Incidentally, if paper documents are scanned, further processing may only be carried out with the electronic documents.

Seamless verifiability at all times

However, the GoBD is by no means confined to electronic commerce. It includes any hardware or software used in the company or for business purposes for electronic data processing “with which data and documents are recorded, generated, received, accepted, processed, stored or transmitted”. This includes, in addition to financial accounting, payroll accounting, merchandise management or payment systems, for example, electronic scales, time recording or even point-of-sale systems. In the case of the latter, however, the legislator has granted a grace period until 2020. In any case, the following applies: “Business transactions must be seamlessly pursued in their development and processing.” Seamless refers both to the progressive and retrograde verifiability. Both verification procedures must be possible for the entire duration of the storage period and in each individual process step. In this case, the legislator “opens a certain window of time between the occurrence of the process and its ongoing recording”: “The recording of non-cash transactions within ten days is unobjectionable.” In principle, verifications can be carried out according to three procedures:

- immediate access: The auditor sits at a computer of the company.
- indirect access: The auditor works with an employee of the company at a computer on site and requests evaluations of certain data.
- data medium provision: The auditor requires electronic data to be checked on his own computer, where he works with his own system.

Protecting data against loss

The fact that the GoBD not only refers to electronic commerce, but also to hardware and software, is a crucial factor for companies with regard to auditing security: data processing systems must be protected against loss of any kind, whether it be non-traceability, destruction or theft, and protected against unauthorised access through admission and access controls. By implication, this means that “if data, data sets, electronic documents and electronic files are not adequately protected and can therefore no longer be submitted, the accounting is officially no longer correct.”

Unchangeability in three ways

The unchangeability of data, data records, electronic documents and documents can occur in three different ways:

- by means of hardware (for example, unchangeable and counterfeit-proof data carriers),
- by means of software (e.g. blocking, erase markers, automatic logging, historicisation) or
- organisational (for example, access authorisation concepts).

CDH Computer Division Heinemann, for example, offers a mix of software and organisational solutions using the WORM system (write once read multiple). <



At a glance: Entrepreneurs should be aware of the following:

- E-mails must not be deleted.
- E-mails are to be stored electronically.
- E-mails are to be stored in an unchangeable format.
- E-mails must be readable.
- E-mails must be recorded in a timely manner.
- E-mails are subject to data access.
- E-mail storage is to be documented.
- Paper can be digitalised and disposed of.

Daniel Jeschonowski

A clever strategist and prudent reformer

In July 2016, the company Senator merged into the portfolio of the venture capital company Perusa Partners. At the same time, Daniel Jeschonowski took over the management. Since then, he has made effective adjustments with his know-how and intuition. Initial successes show that he is heading Senator in the right direction.



iving the decisive impetus to companies that are no longer running optimally on track is not only the profession but also a passion of Daniel Jeschonowski. Especially medium-sized companies with a solid foundation, good products and a recognisable potential for development arouse his ambition. Sharpening the profile of such companies and achieving a higher performance with solid management is his challenge. This is how he wishes to work and how he can work at Senator. The fact that Senator needed such a leadership personality last summer is a stroke of luck for both parties.

Experienced manager, challenging task

Before Daniel Jeschonowski joined Senator, he had already gained experience in the restructuring and interim management of the American strategy consultancy company Bain & Company as well as at the restructuring specialist AlixPartners. When Perusa Partners took over Senator in the summer of 2016 and was looking for a managing director, Jeschonowski was immediately ready to take on this challenge. Although the writing instrument manufacturer, which was founded in 1920, was in a difficult phase at that time, it boasted a good reputation in the market, sound manufacturing expertise and a high quality level "Made in Germany". Therefore, it was also quickly clear that the new owner Perusa would obtain the production site in Groß-Bieberau including the finishing of pens and cups. The work could therefore begin.

Focused on company strengths

Jeschonowski has been inspired by Senator from the outset: Being responsible for helping to put a company steeped in tradition with extensive expertise and an excellent team back on track is a task in which he not only invests a lot of energy, but is also very close to his heart. How important Senator has now become to him is repeatedly underscored in our conversation. "I was a stranger to the industry, so it was particularly important to listen carefully and ask questions," says Jeschonowski who was born in Hamburg. At first, it was necessary to get a picture of the company and closely scrutinise all departments. Following an intensive analysis of the actual situation, achievable goals were defined together with management, taking into account the strengths of the company. "We focus on what we can do best," says Jeschonowski when summing up his strategy. "The first priority is to maintain and expand our own value-added chain. Product development, production and finishing on site as well as positioning ourselves as a reliable, profitably growing medium-sized company with a high level of innovativeness and market affinity is our clear focus. "It is crucial for the success of small and medium-sized enterprises that you keep an eye on all processes and that everyone also assumes responsibility. That is why we must focus on performance again," says Jeschonowski.

Corrections in production and sales

Production and sales were quickly identified as those fields of action in which expedient course corrections had to be undertaken. To fully exploit the advantages of one's own production is one of the most important objectives within the framework of the change process. As a result, the existing product portfolio with its focus on writing instruments has been maintained and it will continue to be extended in future. The modular system which works for many models with the same mechanisms, springs and tips as well as identical colours will also be maintained – a clear benefit to the manufacturer. However, many processes in production and logistics were reorganised and investments made. For example, all materials and components that are needed at a production unit are now stored directly there. This saves time and money, as does the introduction of electronic control systems in the warehouse. The sales department was reorganised under the leadership of Sales Manager Ralf Uwe Schneider and in the course of this the field service was extended to five employees. Sales control now creates reliable data which allows all activities to be precisely controlled.

Support for trade

Daniel Jeschonowski attaches great importance to the establishment of solid communication structures: per-



DANIEL JESCHONOWSKI IN PERSON

What was your first thought this morning?

My first thought was of my two daughters, but then I very quickly thought about Senator.

When is your day a good one?

In my profession: When we have worked well as a team and enjoyed it.

In my private life: When my family can say they are happy.

What gets you in a good mood?

When I go through our production and see the incredible professionalism and speed. And our sales team impresses me time and again with their vigour and customer knowledge.

And what drives you crazy?

Excuses and unreliability.

What are you most likely to forgive yourself for?

Drinking too much coffee.

When do you lose track of time?

While regatta sailing on the Alster in Hamburg.

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

To Sweden in a sailing boat.

Do you let yourself get seduced by advertisements?

Certainly by strong brands, but not by cheap advertising.

When is a promotional product a good promotional product?

When it stands on an equal footing with the advertised brand and transports the values honestly – quality, value, functionality and design.

What is the best promotional product you have ever received?

There are many!

What do you find irritating in relation to promotional products?

Cheap China imports which express disregard for the customer and miserly behaviour.

sonal contacts between customers, the field service and the back office are indispensable to provide information, and to gain and maintain confidence. "Our distributor partners should understand who Senator is and what they can expect from us. This includes reliability, speed and a fair and stable price – a price that enables us to offer quality. We operate close to the market, confidently but not aggressively. The fact that good project work has to be rewarded by reasonable margins is also self-evident to us." Senator continuously offers the trade a large range of colours and innovative plastic writing instruments and supports it with many useful services. For


example, after-sales customers receive the guarantee that individual colours will be available for a further three years. The new, clearly structured catalogue has also become more user-friendly: thinner, clearer and focused on the essentials, it is now an increasingly popular working tool. Special offers such as “5,000 in 5” (5,000 pieces in up to five colours printed in 5 days at no extra charge) or “Pen express” (1,000 pieces available within 2 days) are illustratively explained. All this strengthens customer loyalty and helps the trade to establish long-term business relations.

Staff planning completed

Structural adjustments in the personnel area were inevitable in the course of the restructuring measures. Daniel Jeschonowski was particularly cautious about this sensitive issue, but nevertheless a double-digit number of employees in total left the company. “The separation was also a painful process for us, which we structured as fairly as possible. I have great respect for the employees who have reacted very sensibly. In the end, we found good, acceptable arrangements in all cases, and we have also been able to reach several retirement agreements,” summarises Jeschonowski. The process has meanwhile been completed, staff planning for 2017 has been finalised and the powerful team is complete. According to Jeschonowski, the fact that some employees left hastily for reasons of uncertainty was regrettable and to a certain degree annoying. Speculative reports in the regional daily press unduly inflated the topic of personnel and led to irritation. The fact that some employees have returned or have also recommended acquaintances speaks for Senator’s restored good reputation as an employer.

Living a corporate culture

The further development of a corporate culture based on a respectful handling of all employees as well as on communication to the public is of special importance to Jeschonowski. This also means meeting each other on an equal footing, including the management level. Trust and camaraderie should thus evolve. In order to foster these processes, there will no longer be large company meetings, but rather the managing director will meet the respective departments individually. This will make it easier for employees to become involved and everyone will receive answers to their questions. The fact that Daniel Jeschonowski is a welcome visitor and not a rare visitor to the production halls was evident during the company tour together.



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Daniel Jeschonowski



Overall positive development

Daniel Jeschonowski has done a great deal of work at Senator in his first year; the restructuring process has been successful. Much of what he has initiated is already established, other processes are about to develop and become daily routine. His conclusion: “Our measures have had an overall positive effect: We have achieved a modest, market-oriented growth, are debt-free, solvent and capable of acting. The order situation and capacity are according to plan and stable. Sensible investments and a clear focus on “Made in Germany”, quality, reliability and speed are already reaping rewards. “The fact that Perusa gives him a great deal of latitude to implement his ideas makes working particularly effective – and gives him even more enjoyment. Thus, he is moving closer every day to his goal of making Senator one of the top manufacturers in Germany again.”

<

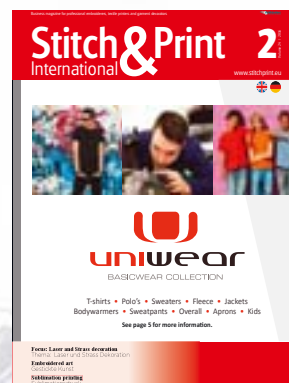
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Sweet out of the case

Come on Christmas: This year, Magna sweets is presenting two new Advent calendars with a Lindt Lindor ball filling in its Christmas range. The small Advent case features 12 doors on each side, each filled with balls in the flavours of full cream milk, dark chocolate, white chocolate and orange (limited edition). The case comes in three different versions which can be adapted to the needs of the individual sector.

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



Exclusive Christmas collection

Chocolissimo offers a sweet, tempting Christmas mix: three varieties of hand-made chocolates in a high-quality fold-back box which is additionally closed using a banderole. Due to its individual appearance and diverse creamy taste, this chocolate collection is a particularly exclusive present. Four chocolates in the form of Christmas balls with creamy fillings of white, dark and whole milk chocolate, four cupcake chocolates with fruity ganache wrapped in full milk chocolate as well as four Christmas chocolates refined with handmade appliqué waiting to be delightfully consumed. If desired, the box can be customised.

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Not just for men

The Exentri wallet is probably the most compact wallet available on the market. Despite its small size (90x70x10mm), the Exentri wallet has 6 individual compartments in which several credit cards can easily be accommodated. At the same time, it offers ample space for bank notes and receipts, and has its own compartment for travel tickets. The two most used cards are always ready to hand, without having to open the wallet – they are simply pushed out with the thumb. Most of the wallets made in real leather and numerous colours already feature RFID protection – thus preventing unintended reading of data. The Exentri wallet is not only ideal for men, women also appreciate the small size for small evening bags. Kolibri has the exclusive distribution rights for Austria.

PSI 5830 • Kolibri HandelsGES.m.b.H.
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Advent, Advent

When the first Advent calendar was printed in Munich in 1903, nobody could have expected that this product would become one of the most popular promotional products in the pre-Christmas period. This is not surprising because advertising is sure to remain in the limelight for 24 days, without “disappearing” in the flood of Christmas mail. CD-LUX is proud to announce the launch of its new Advent calendar “Lindt Exklusiv”, the new “Christmas star” and the highly popular Advent calendar Pyramid on its 20th anniversary. Of course, there is also no shortage of tried and tested classics.

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Coming to life

Promotional products of the classic and virtual world come together here: The Augmented Reality Advent Calendar is a new product from the company Jung Bonbonfabrik that is both touching and inspiring. By using a smartphone, the recipient can scan the front of the calendar to increase the visual digital possibilities. If the calendar is filmed, different films or mini games appear. In the first version, 3 film and 3 game contents are planned, each narrating a related story. In addition, the company logo is not only printed on the calendar, but also appears in every digital experience. This turns an Advent calendar featuring delicious brand chocolate into a gadget which adds a new dimension to the attractiveness of this promotional classic. In this way, the advertiser shows his customers that his company is technically at the forefront. This is how it works: simply download the "movAR Advent" app from the App Store or Google Play Store. Open the app and scan the front page of the calendar – and then surprise yourself! A preview and more information are available at www.movar.de

PSI 41545 • Jung Bonbonfabrik GmbH & Co KG
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<https://www.psiproductfinder.de/mtq3ot>



Video boxes from micx-media

Product and service information should be entertaining, instructive and, ideally, transported by moving images. With their video boxes, the team at micx-media opens up new possibilities in this context. The video boxes are produced in different formats and are therefore perfectly adapted to the respective product inserts. Individual wishes regarding techniques and screen sizes can be implemented from as little as 50 units.

PSI 45899 • micx-media in concept GmbH & Co KG
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Iconic Autovase

Is everything grey in your car? The colourful and deceptively genuine flower selection for the iconic Autovase from Sandini ensures high spirits on the road. Suitable for all cars, the decorative and high-quality acrylic vase can be fastened quickly and easily to any ventilation slit by means of a flexible metal clip. The supplied transparent plastic disc is pushed over the flower stem to hold the flower firmly in the vase. The Autovase, including a selectable artificial silk flower, is delivered in a high-quality free organza bag. The flower vase as an advertising vehicle with a logo sticker is a popular eye-catcher in any car.

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



More than "To Go"

The "King Can" vacuum thermos mug is now even more versatile. As of now, Senator is also offering this trendy companion as a sublimation model called "Pics King Can". Photorealistic representations and logos with colour gradients can thus also be created on stainless steel in small quantities from just 36 pieces. Until now, this finishing process has been associated with porcelain and ceramic mugs. This provides a very high-quality metallic look on the metallic surface of the King Can at an extremely attractive price. Made from high-quality, double-walled 18/8 stainless steel, the Senator King Can is a vacuum thermos mug that keeps hot drinks hot and cold drinks cold for hours. Anyone who considers "To Go" to be not only fast transport for on the road, but wishes to actively encourage the reusable concept, would be making the right choice with this chic mug. The right choice for any taste and budget.

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PSI Distributor Benchmark | Competitiveness at a glance

Keep an eye on your competitiveness with a single click: The **PSI Distributor Benchmark**, the **business process benchmark** of the international network of the promotional product industry, makes it possible. It offers interested promotional product distributors and consultants the possibility to **record the implementation of their own business processes in a structured way** and thus to **compare themselves with companies** in the corresponding business sector and size category. In this way, they can see how their business is positioned in the promotional product industry. The answers are processed anonymously by the market research institute techconsult and cannot be traced back to a person or company. Simply log on to **psi-network.de** with your personal login data and click on PSI Distributor Benchmark under "MyPSI Services"



PSI Supplier Finder 1/2017 | Even more service

The **new Supplier Finder 1/2017** is now available! The updated version of the PSI Supplier Directory contains the current list of the TOP 150 promotional product suppliers of the PSI network. A total of **more than 4,000 suppliers** are listed in various product groups. The numerous textiles suppliers are shown separately. In addition, more than 1,000 suppliers who have certified themselves are listed in the **special certificate directory**. At a glance, distributors can see the quality of the products and production processes of the manufacturers and look for specific companies with specific certificates. The Supplier Finder 1/2017 is even more **focused on sustainability**. Completely new in this issue: the **Toy Safety Guidelines** table provided by PSI cooperation partner Intertek. The Supplier Finder can do even more as a cross-media tool: Approximately 1,000 QR codes lead directly to supplier profiles and their products in the PSI Product Finder and ensure a quick and uncomplicated retrieval of the offers and collections of the listed companies. The list of suppliers has established itself as an indispensable reference work in professional promotional product trade as it brings together all relevant important information.



PSI 2018 | Ticket Shop is going online

It may be a truism, but it proves itself anew every year: After the PSI is before the PSI. A promotional product year is eventful – and short. An increase in visitors of about eight per cent, a 57 per cent increase in internationality and a variety of refreshing promotional ideas are just some of the arguments that speak for the PSI. With 18,094 visitors (previous year: 16,810), Europe's largest trade show for promotional products impressively underlined its role as the leading international trade show. A total of 988 exhibitors presented the latest trends and new products of the promotional product market at the PSI. If you would like to take advantage of this momentum in the coming year and participate at the PSI 2018 (9th to 11th January), you can order your **tickets** in the **PSI Online Ticket Shop**. This will save time and especially money when purchasing tickets. That is why it is important to remember: The Ticket Shop for the PSI 2018 will be going online on 4 September 2017. **Early booking conditions** apply until **31 October 2017**. **www.psi-messe.com/tickets**.



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

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PSI No. 49993	Just So Clothing Company Ltd - (trading as So Just Shop), UNITED KINGDOM	www.sojustshop.com
PSI No. 49992	Karatbars International GmbH, GERMANY	www.karatbars.com
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PSI No. 49991	New-Gen-Promotion GmbH, GERMANY	www.promotionway.com
PSI No. 49988	PAPIRUS UNIVERSAL LLC, UKRAINE	www.papirus.ua
PSI No. 49987	RUNWAY CONCEPT c/o David HaBe Publikation - Produktion und Handel e.K., GERMANY	www.runway-concept.com
PSI No. 49994	UMBRA design d.o.o., CROATIA	www.umbrella.hr

All Lieferanten im PSI Netzwerk finden Sie in der aktuellen Ausgabe des PSI Supplier Finder 1/2017 online oder in der Print-Ausgabe:
All suppliers in the PSI network can be found in the current issue of the PSI Supplier Finder 1/2017 online or in the print edition:

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Neue Mitglieder | New Members

Yesterday or tomorrow



f course, topics of interest to the industry are ten a penny. But what are the important ones that secure the future? For years, the industry has been discussing how to position itself to be a professional marketing channel. The responses given to this question can hardly be more different. For many long-standing companies, the successful procurement of give-aways is still the number one priority. That is a skill that can be learned, whereby the term “procurement” always sounds somewhat disrespectful considering the consulting service provided.

Nevertheless, procurement is still a big issue today. Many industry customers know exactly which products they want to use for advertising. In that case, the trade is ultimately “only” responsible for ensuring legally compliant production and delivery, sustainability and quality. And, of course, the price. This brings us to an important topic in the industry, which is becoming increasingly more complicated in all its details. Existing laws and amendments, such as the forthcoming 2018 EU Data Protection Basic Regulation, are complicating business life more and more. These are topics, however, which the industry must deal with intensively. Every individual, every company. In order to address all these topics professionally, companies in all industries utilise their industry organisations. In the promotional product industry, these are the national associations.

I have spoken with many associations and their members in recent months. The situation is always the same. The expectation of the members is very high, as is the utilisation of voluntary association activities. In order to achieve long-term results through an association, systematic focus is essential, as is the clear support and cooperation of the members. It is imperative that self-interest does not prevail.

The industry frequently tends to undermine itself with the initiatives of individual companies. Quite a few market participants regularly want to revert to the good old times – which were not always as rosy as our memories would suggest. When the horizon ends with these issues, however, companies become particularly vulnerable. As they complain about change, companies that work very professionally outside the industry generate huge sales and secure large budgets. Addressing these challenges are the topics of interest to the industry that secure or destroy the future. We must decide on yesterday or tomorrow..

Best regards,

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





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A feast for the eyes

Kitchen, household and living accessories: This time, our product topic area is an ideal environment for lastingly effective promotional products because nowhere is indulgence more important than in the kitchen – and rarely do beautiful and useful products attract more attention than in a comfortable home. Whether they are useful everyday items, decorative accessories or products that combine both features, they are constantly in hands or draw attention every day so that they can be sure of drawing not only the utmost attention, but above all also lasting attention. Our second presentation theme covers the all-rounders of the “plastic and giveaway articles” category.

Please give some consideration to the product theme of the November 2017 issue with the thematic groups “Summer, garden and outdoor” as well as “Fashion, jewellery and watches” and submit your product presentations (image and text) not later than 15th September 2017 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de



And the winners are ...

On 8 September, it will be time for the third time to announce: And the PSI Sustainability Awards go to ... In the festive ambience of the Wiesbaden Kurhaus, PSI presents its sustainability award in eight categories. The editorial team of PSI Journal will be in attendance to report in detail about the evening, the awards and the supporting programme.

Everything “Made in Poland”

The Polish Puch Group has only been in the market for five years and is already on its way to achieving international success. The specialist for promotional products and office supplies made of leather, synthetic leather and PVC deliberately focuses on its core competences. Over 150 employees work with professionalism and passion and live “Made in Poland” with which the company confidently presents its high-quality products. We spoke to the young Managing Director, Wojciech Puch, about his ideas for the industry.



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Industry Barometer EUROPE



1/2017



Preamble

The PSI: A Network with a Lot to Offer!

The PSI (Promotional Product Service Institute) has been serving the European promotional products industry and its market participants as a service provider and networking platform for 55 years. Its services support the daily work of more than 6,000 market participants such as manufacturers, importers, finishers, distributors and agencies. Key services include personalised consultation and product research as well as marketing, professional training, industry contacts and online product search solutions. These services enable our member companies to generate new business and grow their profits long-term.

PSI Industry Barometer

In order to be able to make responsible decisions, entrepreneurs must be aware of what's going on in the market. With the Europe-wide PSI Industry Barometer, the PSI has designed its very own market research tool, a survey on the current state and trends of the industry conducted twice a year with the aim of delivering regularly updated market data and industry information.

The 5th edition of the PSI Industry Barometer, with 799 participants, is one of the promotional products industry's most comprehensive market studies in Europe.

With a score of 89.6, the PSI Economic Trend Index falls just short of the 2016 record. The index reflects the gap between actual and expected sales. Due to relatively weak sales in 2016 and high expectations, the actual index remains below a score of 100.

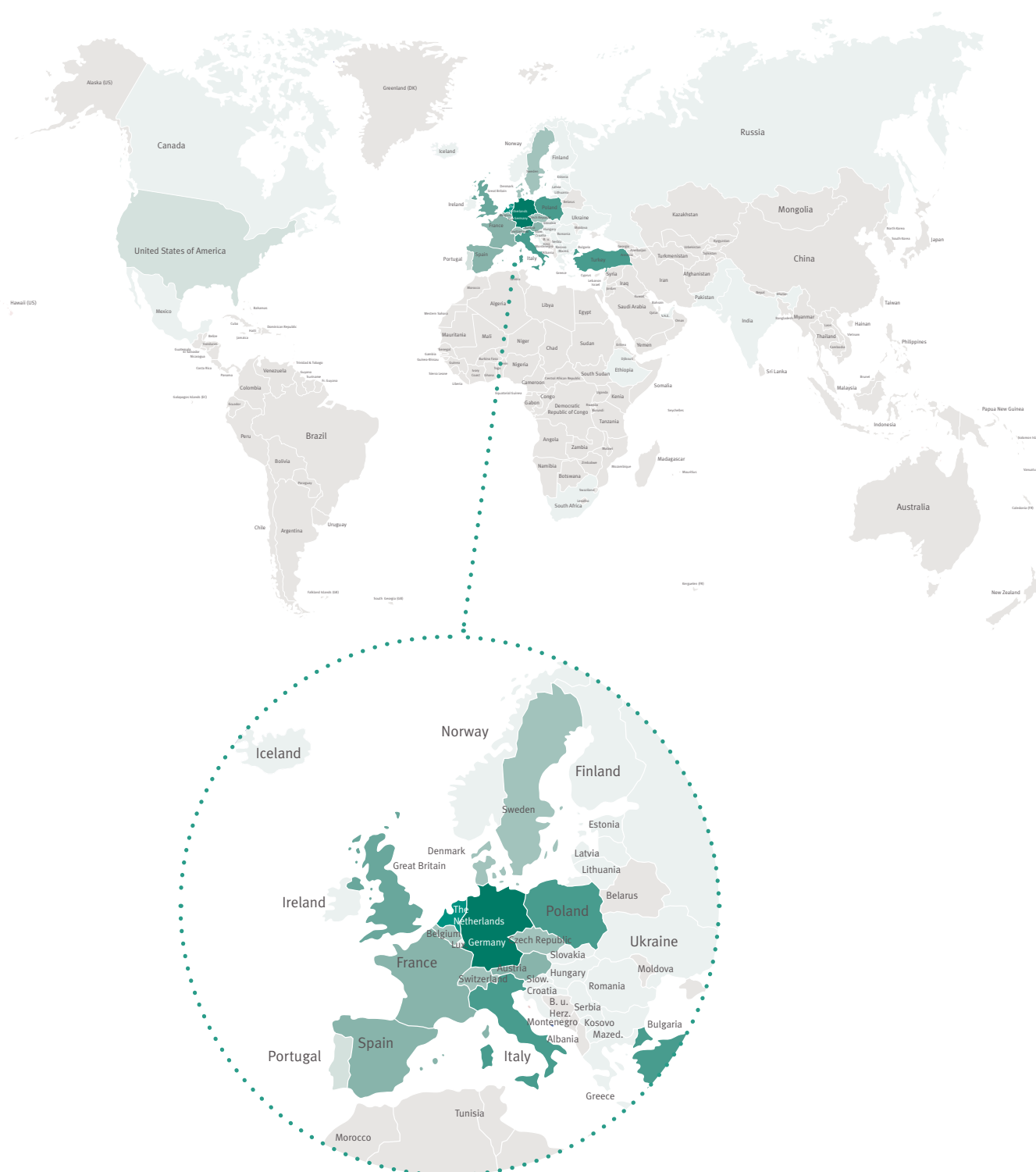
Sustainability once again dominates large swaths of the analysis. The results show that sustainability continued to gain in significance compared to the prior year, both among manufacturers and distributors. The share of promotional products suppliers having taken steps to get certified or obtain proof of sustainable operations increased again compared to 2016. It's worth mentioning that the majority of promotional products have either been certified already or are verifiably sustainable.

The industry report for the first time addresses issues surrounding the CSR reporting mandate, which since the start of 2017 requires major capital market-oriented companies to report standardised, measurable information about their corporate ethics, social standards and environmental profile. It became clear that distributors and suppliers alike still need lots more information. Concrete results about their current level of knowledge regarding the CSR reporting mandate can be found on page 16.



Membership structure

Country overview of PSI member companies – Suppliers



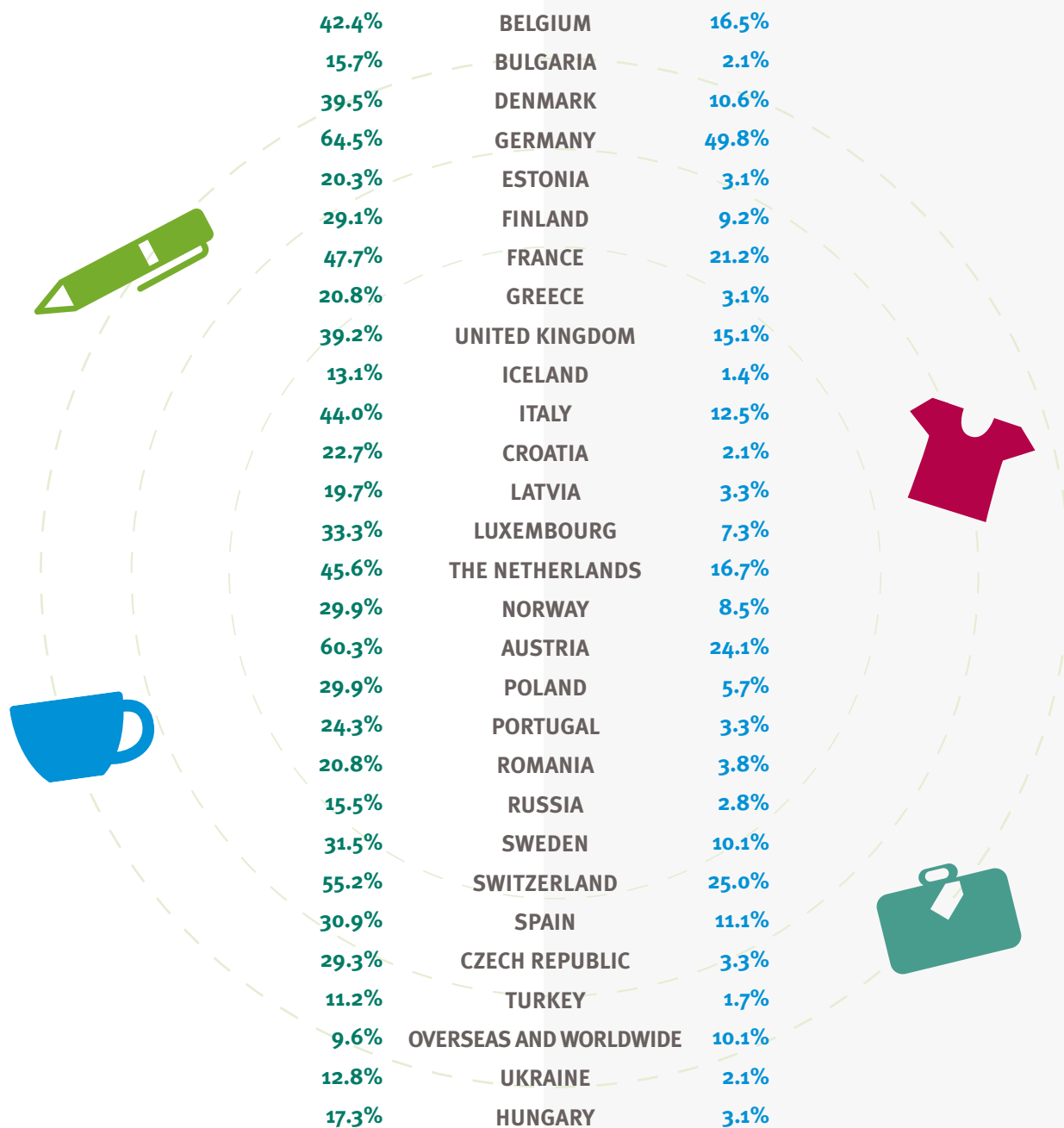


Suppliers

Distributors

Countries in which participating companies sell promotional products

(multiple responses possible)



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Suppliers

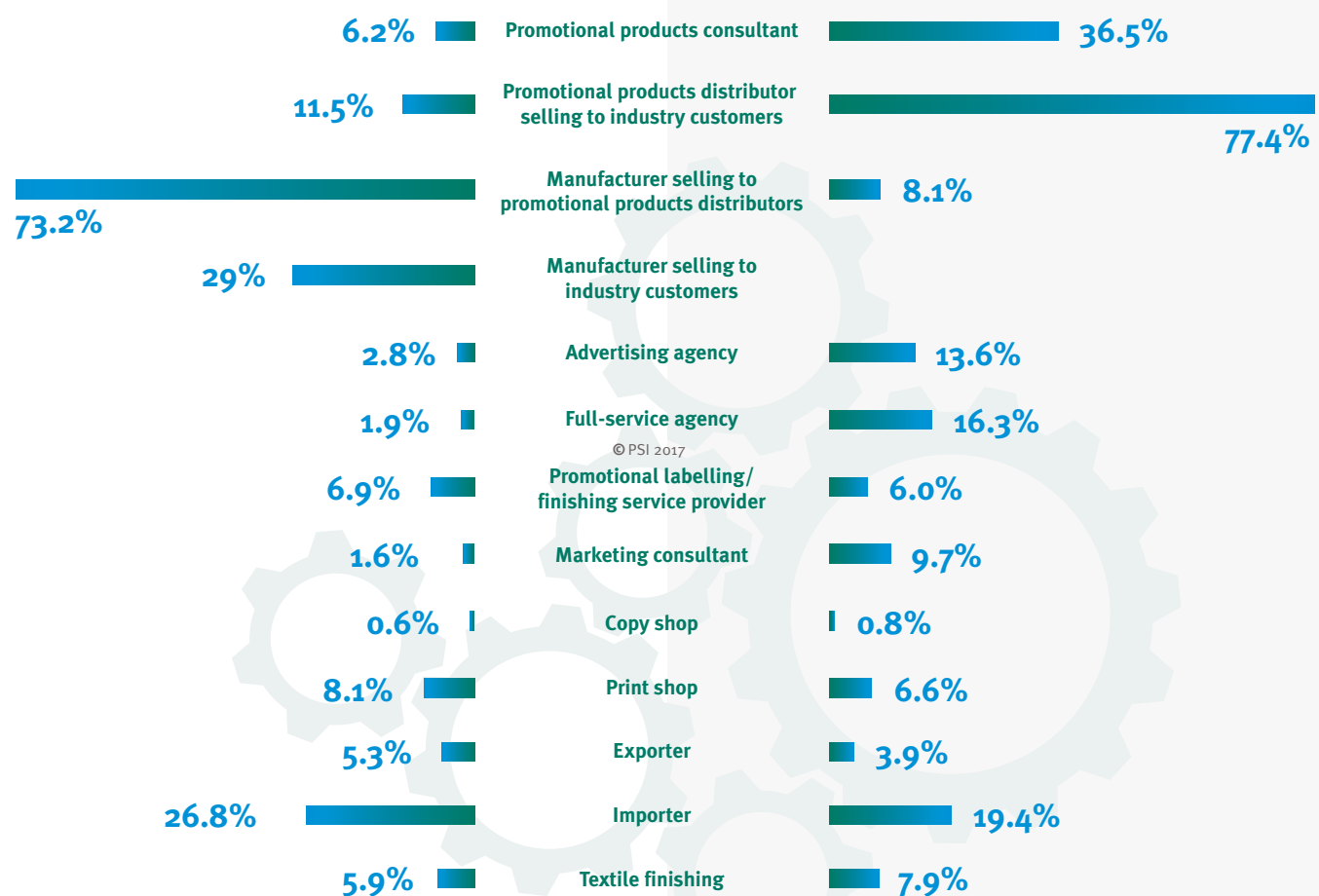
Distributors

Suppliers

Distributors

Economic sectors of participating companies – Europe-wide overview

(multiple responses possible)



Promotional products sales are covered equally by suppliers and distributors. While only 11.5% of suppliers say they also operate as promotional products distributors, 77.4% of distributors categorise their core activity as promotional products distributor with sales for industry customers. In addition to direct sales to distributors, 29% of suppliers also supply industry customers directly.

SUMMARY

Suppliers

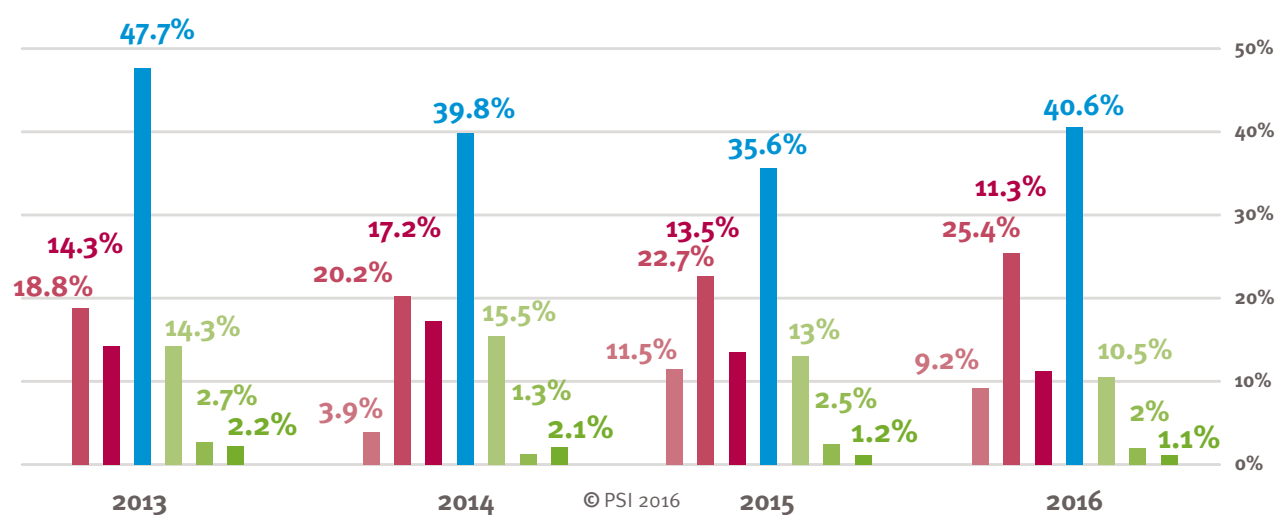
Distributors



Management Summary

Suppliers

Comparison of amount of promotional products sales from 2013 to 2016 – Suppliers

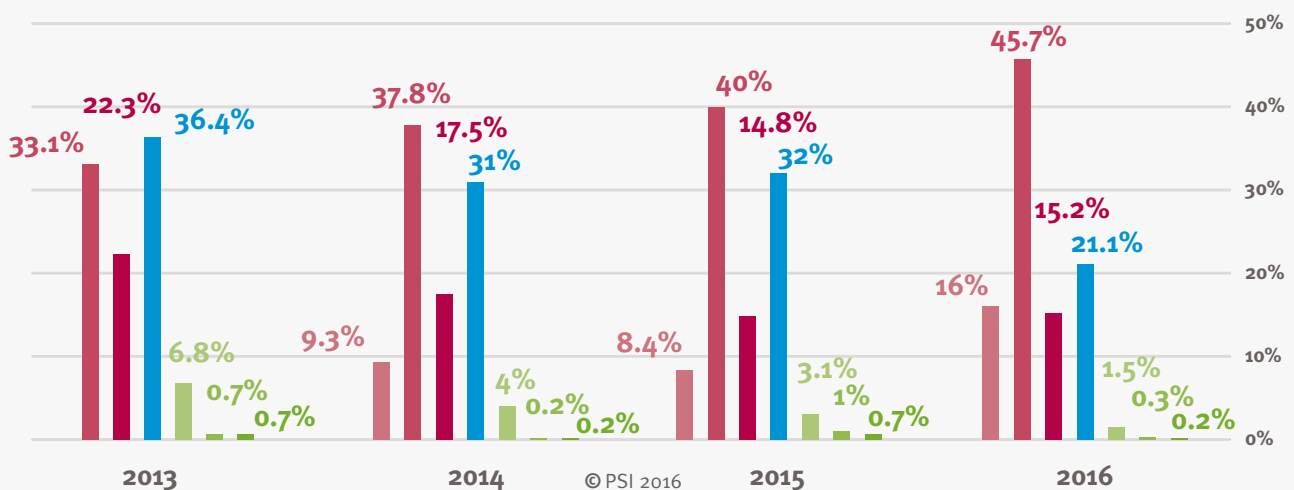


< €50,000
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 €10 to €49 million
 €50 to €99 million
 > €100 million

Suppliers

Distributors

Comparison of amount of promotional products sales from 2013 to 2016 – Distributors



The results indicate that average promotional products sales by distributors **have trended downward** since 2013. Average supplier sales have shifted to the sales range from €1 to €9 million. Overall, **fewer distributors than in previous years** stated that sales fell within the sales ranges of less than €1 million and more than €9 million.

SUMMARY

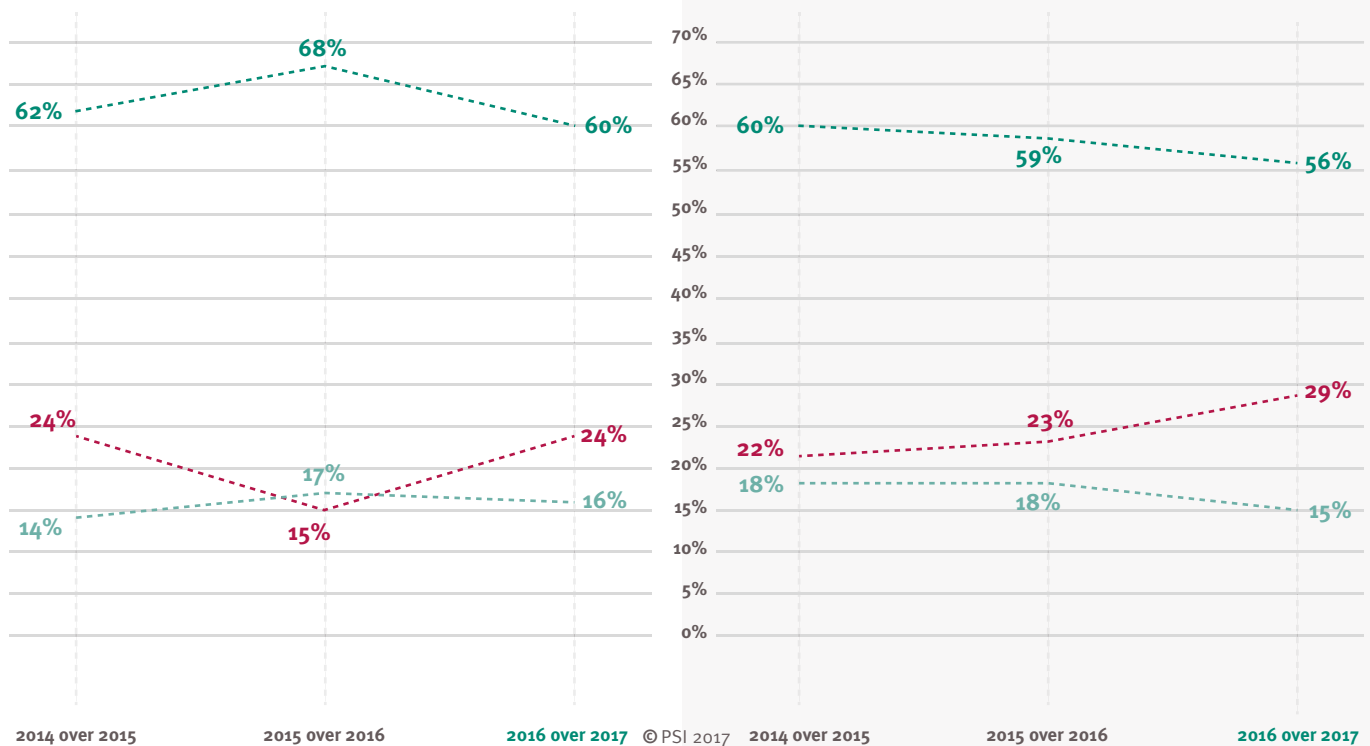
Distributors



Suppliers

Distributors

Sales development in Q1 2015/2016/2017 compared to Q1 of the prior year



■ increased by 1% to > 50%
 ■ unchanged 0%
 ■ decreased by -1% to > -50%

SUMMARY

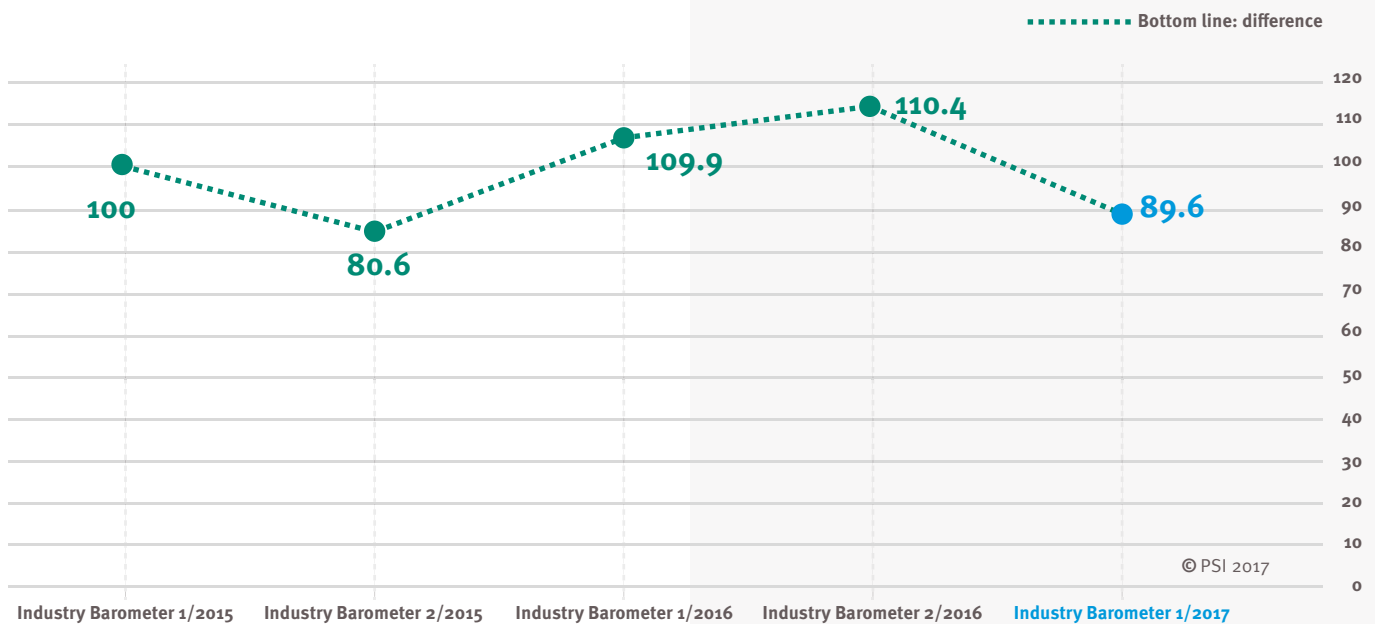
It became apparent that **suppliers and distributors** were hit by declining annual sales in 2016. Only a few participants reported consistent sales levels.

Suppliers

Distributors

PSI Economic Trend Index

PSI Economic Trend Index



The **PSI Economic Trend Index** depicts the **economic expectations** of the European promotional products sector. The data collected in this context reflect **forecasts for 2017** and serve as an indicator for the industry.

Declining sales were recorded in 2016. **Suppliers and distributors expected sales to increase in 2017**. With 89.6 points, the economic trend index, for the time being, lags behind 2016 values.



Suppliers

Distributors

Sales development 2016 compared to 2015



SUMMARY

Although manufacturers and distributors noted declining sales in 2016, sales improved when compared to 2015. The majority of **suppliers** achieved sales increases of up to 10% in 2016 compared to the prior year. Compared to suppliers (23%), **38% of distributors faced declining sales in 2016**. 53% of distributors experienced sales increases compared to 2015.

Suppliers

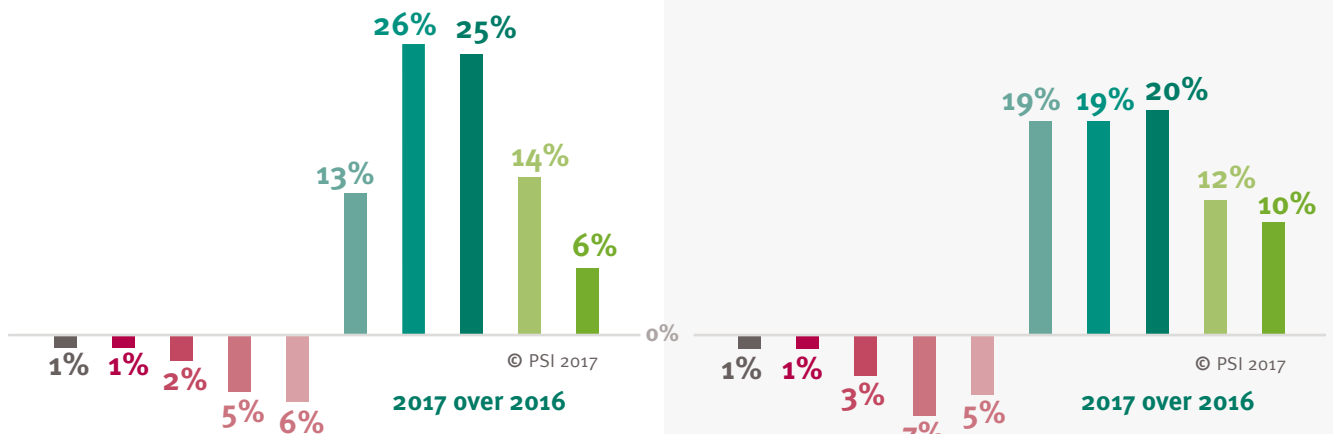
Distributors

Suppliers

Distributors

Sales forecast for 2017 compared to 2016

OUTLOOK



unchanged 0% 0%
increased by 1-10%
increased by 11-20%
increased by 21-50%
increased by > 50%

decreased by 1-5%
decreased by 6-10%
decreased by 11-25%
decreased by 26-50%
decreased by > 50%

Suppliers

Distributors



Industry trends

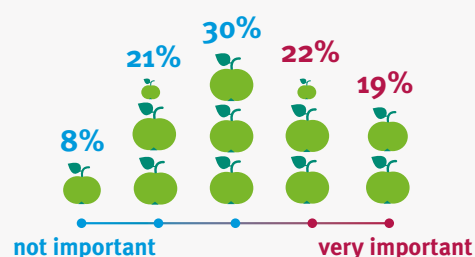
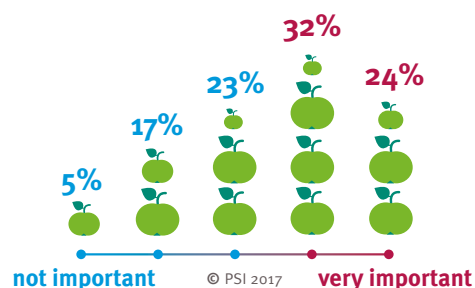
Suppliers

Distributors

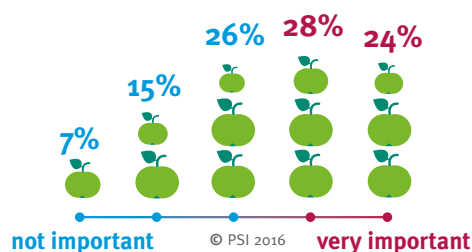
How important are sustainable manufacturing and certification

Certification of own company

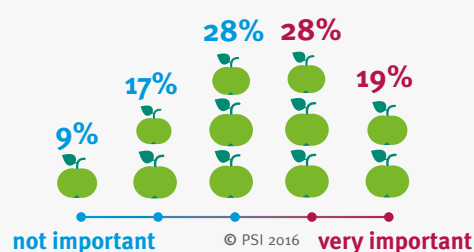
We think proof of sustainability and certifications for our company are ...



FOR COMPARISON
2/2016 ISSUE



FOR COMPARISON
2/2016 ISSUE



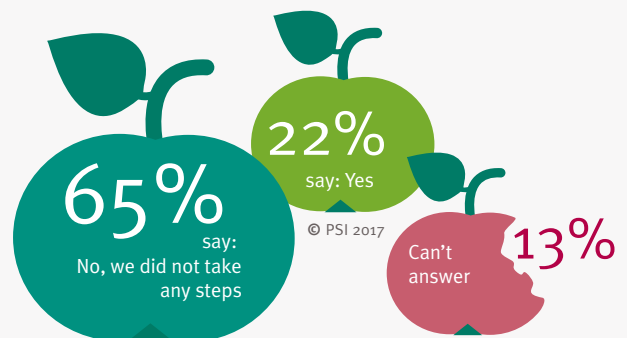
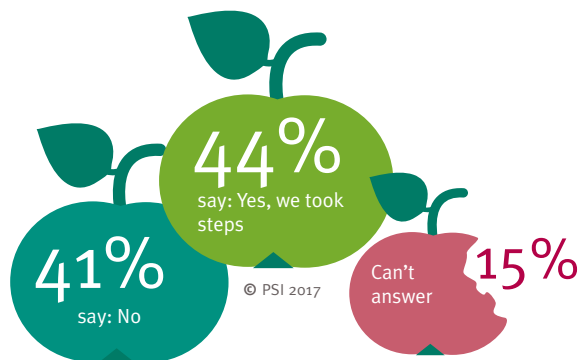
Sustainability is a topic that continues to gain in significance.

Compared to the prior year, it has become more relevant, especially for suppliers. 56% of suppliers consider proof of sustainability and certifications important or very important for the manufacturing of promotional products.

Suppliers

Distributors

Did you take any steps to become certified or obtain proof of sustainability for your area of activity in 2016?



**FOR COMPARISON
2/2016 ISSUE**



**FOR COMPARISON
2/2016 ISSUE**



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**FOR COMPARISON
1/2016 ISSUE**



Suppliers

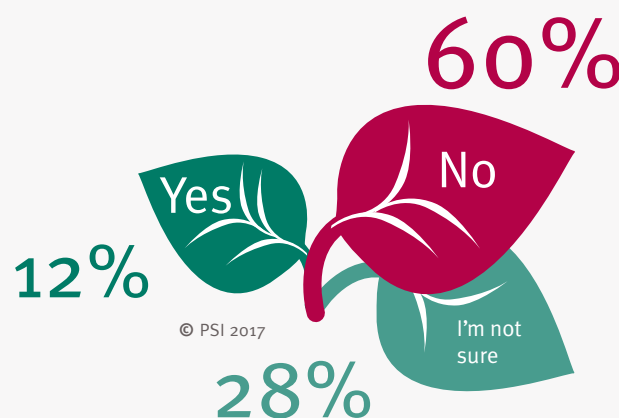
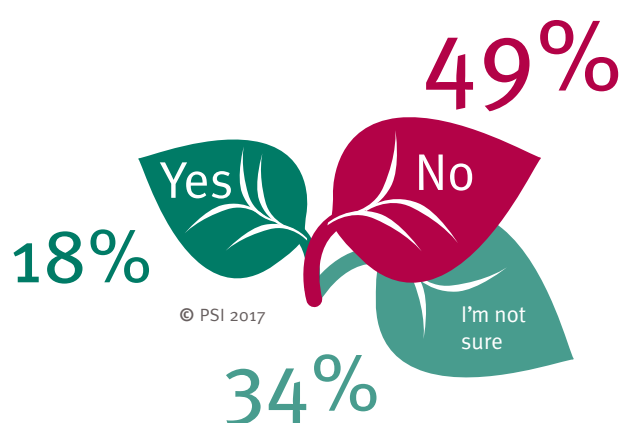
Distributors



Suppliers

Distributors

Do you feel sufficiently informed about the CSR reporting requirement that went into effect on 1 January 2017?



SUMMARY

Since the start of 2017, major capital market-oriented companies are required to report standardised, measurable information about the social and environmental impact of their business practices. Thus far, 18% of suppliers and 12% of distributors feel sufficiently informed about the CRS reporting mandate.

Information about the CSR reporting mandate:

The EU's CSR reporting mandate went into effect on 1 January 2017. The EU's argument for introducing a CSR reporting requirement is quite simple: consumers have developed an associated sensitivity when it comes to products and the companies that make them, leading them to demand greater transparency. The consumer wants to know: How much CSR is in my product? And how solidly sustainable is the company behind the product?

At the end of March, Germany, too, implemented a CSR reporting mandate, which retroactively went into effect on 1 January 2017. Only large corporations with more than 500 employees are affected initially, a group that naturally includes lots of publicly traded companies. Starting now, their annual reports must include a separate CSR section. So-called pre-financial information must be provided with the goal of delivering insights into a company's ethics, social standards and environmental profile. A particular emphasis is on the

protection of human rights and the prevention of corruption. By the way, this also includes the supply chains.

This means that thousands of small and medium-sized enterprises in Europe will now end up under the sustainability microscope as links in the supply chain. Consumers aren't the only ones interested in the sustainability profile of the products they put into their shopping trolleys and the companies behind those products; promotional products buyers at the companies and brands affected by the EU's CSR reporting requirement want such transparency, too. What's more, they're required to demand it by law.

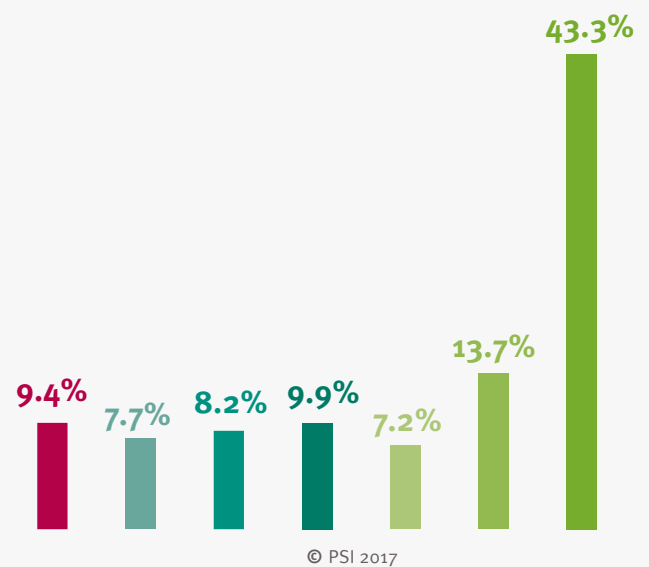
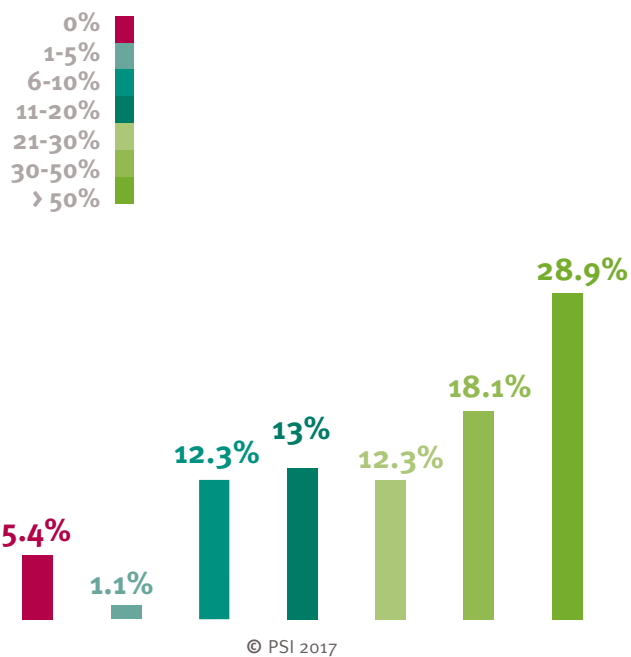
For additional information about the CSR reporting mandate, visit the website of the German Federal Ministry of Labour and Social Affairs:

www.csr-in-deutschland.de

Suppliers

Distributors

What percentage of your goods are certified or verifiably sustainable?



A whopping 94.6% of suppliers and 91.6% of distributors say their assortments include certified or verifiably sustainable products. 47% of suppliers and 57% of distributors had assortments with a 30% or higher share of sustainable promotional products.

SUMMARY

Suppliers

Distributors

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