

PS1 EUROPE

PSI Journal

International Magazine

For Promotional
Products

October 2017

Volume 56



Wojciech Puch

Puch Group

Young and energetic

PSI Sustainability Awards 2017

Splendid award ceremony

Product Guide

Kitchen, household,
home accessories

Plastic and give-aways

IMPACT part two

Three in one go

Lupenmaxx

10 years original
and top-quality



Bluetooth devices in the industry
Technology **with a future**

Environmental responsibility is very important to us.



2017

Overall winner

**Sustainable Company
of the Year 2017**

„Exemplary in all areas, Schneider’s commitment to environmental compatibility and sustainability has for decades been reflected in the Black Forest-based company’s corporate policy and is a determining factor for its business conduct.

Jury: »Schneider Schreibgeräte wins because of a remarkable and very well and broadly documented range of achievements.«”

Source: PSI



Recycling of product components



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Developed and produced in Germany



Reduction of emissions and waste



Reducing CO₂ emissions



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www.schneiderpen.com

Made in Germany



Editorial

Mocked, ignored, acknowledged

Anyone who is involved with sustainability is quickly put into the green corner and pitifully mocked. Sustainability is still not mainstream, but rather for do-gooders, so people say – whereby I do not like the word at all because it makes responsibility, respect and decency contemptible. After all, sustainability has penetrated into charity events as well as the core businesses of companies.

When the PSI introduced the concept of the Sustainability Awards more than three years ago, companies reacted with a friendly response but were hesitant to participate. Nonetheless, the Sustainability Awards were presented for the third time already during a glamorous evening in Wiesbaden. Each year there have been more applicants, and each year more well-known renowned companies have participated. Each year, recognition and internationality have increased.

This year, the founder of the “German Sustainability Prize” Stefan Schulze-Hausmann honoured the event through his active participation. Schulze-Hausmann, a critical journalist, presenter and lawyer, initiated today’s largest European sustainability prize in 2008. To have him at the Sustainability Awards shows that this initiative is not only on the right track, but on the way up.

And this is what the promotional product industry needs if it wants to polish up its image as it still suffers from a lack of recognition in many sections of the population. A visible and demonstrable turnaround of the spirit of the industry is therefore urgently needed. When something is to find recognition and, above all, use as a high-quality advertising tool – and that is the promotional product – it must also be sustainable and considered valuable in all price segments.

I know that self-praise always has a certain aftertaste. The PSI Sustainability Award is not my invention, but a concept of the PSI, of which I am full of recognition: “Chapeau!”. Far-sightedness is a part of seeing developments at an early stage, and courage is required to build a lighthouse in whose drawing power only a few believed at first. The industry needs more such lighthouses because it brings forth differentiation in competition and business success.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de



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TRENDS & BRANDS

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PSI Sustainability Awards 2017

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In the festive atmosphere of the Wiesbaden Kurhaus we heard: "And the winner is..." not once but 15 times. At the third edition of the PSI Sustainability Awards 90 nominees waited in suspense for the announcement of the winners. Recognised were the most ecologically, economically and socially sustainable products, campaigns or companies in the promotional products industry.



Bluetooth devices in the industry

28

Headphones, loudspeakers, alarm clocks: In the promotional product industry, Bluetooth-enabled devices are growing in popularity. One reason for this is certainly their great future potential. Although a completely cable-free technology world is still a long way off, Bluetooth already gives us a taste of things to come.

IMPACT part two: Three in one go

58

IMPACT, the new magazine promoting the promotional product industry, attracted a great deal of attention at the PSI 2017. The message of IMPACT has also been understood in the world of advertisers: we show what we can do, we prove our value and we invite everyone to put it to the test. The PSI is bringing out IMPACT II for the next trade show.



Puch Group on expansion course

82

The Polish Puch Group is working hard towards achieving its international breakthrough. As a specialist in leather goods, printing and bookbinding, the company would like to convince its customers with promotional products "Made in Poland".



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Leidenschaft.
Die Dinge weiterdenken, um sich treu zu bleiben.

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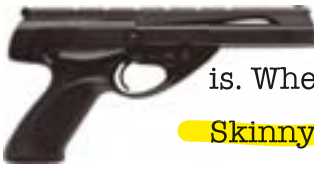
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• • • Three words – and everyone knows what drink it is. Whether trendy beverages such as Infused Water, Switchel or Skinny Bitch can achieve a similar cult status cannot yet be foreseen. However, they are growing in popularity. Nonetheless, a classic remains a classic.



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3 facts about PET



The plastic material polyethylene terephthalate, or PET for short, celebrated its **75th birthday** in 2016. Originally developed as an alternative to the production of textile fibres, the material is now one of the most important in the packaging and textile industry.¹

A good **16 million tonnes of PET bottles** are put into circulation worldwide.² A total of 477,000 tonnes of PET bottles were filled in Germany in 2015.³

A study⁴ found that in 2015 just under **93.5 per cent** of all PET bottles were recycled. The rate for disposable PET bottles was even higher at 97.9 per cent.

¹ source: kunststoffverpackungen.de, ² source: sz-magazin.sueddeutsche.de, „Sehr leerreich“, ³ source: recyclingnews.info, ⁴ „Emergence and recycling of PET beverage bottles in Germany 2015“ by the Gesellschaft für Verpackungsmarktforschung commissioned by Forum PET in the IK Industrievereinigung Kunststoffverpackungen e. V.



How does a PET bottle become a sustainable promotional product?

To make the **uma rPET PEN**, old PET bottles are collected, washed and crushed to a uniform size. These small granules called pellets are then heated and melted. The material is re-shaped, creating a new product.

Sustainable rPET PEN

uma Schreibgeräte
www.uma-pen.com
PSI 41848

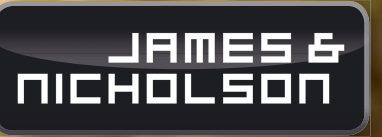


XD-Apparel jackets are made from recycled polyester obtained from empty plastic beverage bottles. A study of the life cycle of materials and products comparing recycled to standard polyester revealed that recycled polyester leaves a smaller ecological footprint.

Sustainably chic

XINDAO B. V.
www.xindao.com
PSI 42772





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The promotional product can be sustainable! And this was impressively demonstrated by the PSI Sustainability Awards. For the third time now, the awards were presented in the festive setting of the Wiesbaden Kurhaus. The fact that this initiative for sustainability is also met with great approval outside the industry is proven by the list of prominent guests at the glamorous evening gala.

PSI Sustainability Awards 2017

Winners in the glamour of the industry



“Sustainability” is the future if the mankind and his environment are to be preserved in a habitable form. The corresponding shift in thought and the implementation of the resulting findings have gradually become more comprehensible – even if this development has at times been hampered by selfish people or stakeholder groups – and have already reached the maximum of future development on many levels. And the insight

that ecological goals cannot be separated from socially responsible action has also manifested itself in many areas of the promotional product industry. A change that the PSI has helped to initiate in the industry and which sets significant and sustainably optimistic accents with the Sustainability Awards. This is a good reason to fittingly celebrate this success. The industry once again met in the appropriate ambiance of the Wiesbaden Kurhaus on 8 September to celebrate its sustainability pioneers



The winners of the PSI Sustainability Awards 2017 stand for sustainable business in their industry.

On the right way

This year, the founder of the “German Sustainability Prize”, Stefan Schulze-Hausmann, honoured the event with his active participation. Not least his presence at the Sustainability Awards showed that this initiative is not only on the right way but also on the way up. The prestigious scientific journalist, presenter and lawyer, who received the “Building Future Award” for his long-standing and multi-faceted commitment to sustainability, officially opened the award gala together with PSI Managing Director, Michael Freter, and provided stimulating thought-provoking discussions with the winners. As in the previous year, the TV presenter Tamara Sedmak compered the programme of the splendid gala evening of the PSI Sustainability Awards with her typical Swiss charm.

90 nominees, eight categories, two special prizes

The focus, however, was on those who are already providing valuable services to the industry on its way to a sustainable future, and who exemplarily show what is possible in this area. There were once again 90 nominees who waited anxiously for the winners to be announced. The most ecologically, economically and socially sustainable products, campaigns or companies in the promotional product industry were recognised. In addition to several awards in eight specific categories, there were also two special prizes awarded to the Influencer of the Year and

the Most Sustainable Start-up. Sponsors of the awards are KAHLA, Intertek and Touchmore. Promo Alliance, the international alliance between PSI, ASI and Sourcing City, is a partner.

Broad spectrum of sustainability

“It is unbelievable how meticulously the participants documented sustainability in all its facets this year,” says PSI Managing Director, Michael Freter. “This shows how professional our industry is now. For the past three years, we consistently notice that the promotional product industry already thinks and acts in a very sustainable manner for the most part. With these awards, we would like to acknowledge this often very extensive commitment to our environment and our fellow human beings.” The diversity of the competition submissions as well as their qualitative density and depth were especially impressive. This is also documented by the spectrum of excellent submissions, ranging from a sustainable colouring set for children to biodegradable rain ponchos through to calendars made from stems and leaves. At the next pages we present the prize winners in detail.

>>

The winners of the PSI Sustainability Awards 2017

Category 1: Economic Excellence

BIC Graphic Europe

On the basis of strict, meticulously structured quality management, BIC has created the foundation for outstanding achievements in environmental and social management, which has been documented by exemplary reporting.

Category 2: Environmental Excellence

Schwan-STABILO Promotion Products

In order to intensively examine the environmental dimension of sustainability, Schwan-STABILO is particularly concerned with the ecological design of production and business processes, the development of ecological product series as well as sustainable construction.

Category 3: Social Excellence

Halfar System

The BSCI member HALFAR won with a sustainability network, including the integration company "prosigno" based in the Halfar building. The integrated shareholders and stakeholders act in the spirit of inclusion, integration and family-friendliness.

Category 4: Environmental Initiative

Halfar System

"Halfar goes Oxygen" – the first cut of the spade for the new building in 1999 was already part of a comprehensive sustainability strategy underlined by the "100% CO2-neutral Initiative". The award thus recognises a "very coherent initiative and a holistic approach ... which has been systematically implemented throughout the company."

Category 5: Social Initiative

Brand Addition

From free legal advice to an organised jogging group: The holistic approach of its employees' well-being and health initiative brought Brand Addition victory in the Social Initiative category.

Category 6:

• Sustainable Product

Fare Schirmwerk

Product: AOC mini-umbrella EcoBrella

• Sustainable Product – Product Set

BIC Graphic Europe

Product set: BIC® Evolution® Ecolutions® set of six coloured pencils



An appropriate festive setting for the award ceremony once again: the Christian-Zais-Saal of the Wiesbaden Kurhaus.



Stefan Schulze-Hausmann, honoured the award ceremony with his presence – talking here to PSI Managing Director, Michael Freter.



A large (international) crowd showed great interest during the third presentation of the PSI Sustainability Awards.



An appropriate festive setting and stimulating talks ...



Stefan Schulze-Hausmann (left) with PF Concept CEO Ralf Oster, who received the special prize #Influencer of the Year.



Suspense before: Michael Freter with guests.



The festive evening ended with a gala dinner in the stylish (art nouveau) conservatory of the Kurhaus.

Tamara Sedmak once again compered the evening programme.

The winners of the PSI Sustainability Awards 2017

• Sustainable Product – Product Line

Schwan-STABILO Promotion Products GmbH & Co. KG

Product line: STABILO GREENLine

• Sustainable Product – Writing Instruments

uma Schreibgeräte

Product: recycled PET PEN

• Sustainable Product – Paper

Zettler Kalender

Product: Agrar calendar series

• Sustainable Product – Textiles

Samoa Regenponchos

Product: Bio-Regenponcho®

Category 7: Sustainable Campaign

EMSA

EMSA convinced the jury with its “Dich behalt ich!” retail campaign. With the coffee-to-go thermo mug “TRAVEL MUG”, the company prevents the massive pollution of the environment through disposable cups.

Special category: #Influencer of the Year

PF Concept

Two concrete initiatives were selected as part of a clear, sustainable corporate philosophy: A “flowchart” concept for the search and analysis of compliant products as well as the “Vendor Social Compliance Protocol”, a monitored compliance control of the supply chains. Strategy and implementation were documented in the form of a sustainability report.

Special category: Start-up

Just so Clothing

Just so Clothing helps handicraft women in South Asia, Egypt and South Africa to free themselves and their families from poverty by producing high-quality, sustainable products. The support ranges from product development to a transparent supply chain and mobile payment offers. Through the website and social media, it is always possible to tell from whom, where and how the products were manufactured.

Category 8: Sustainable Company

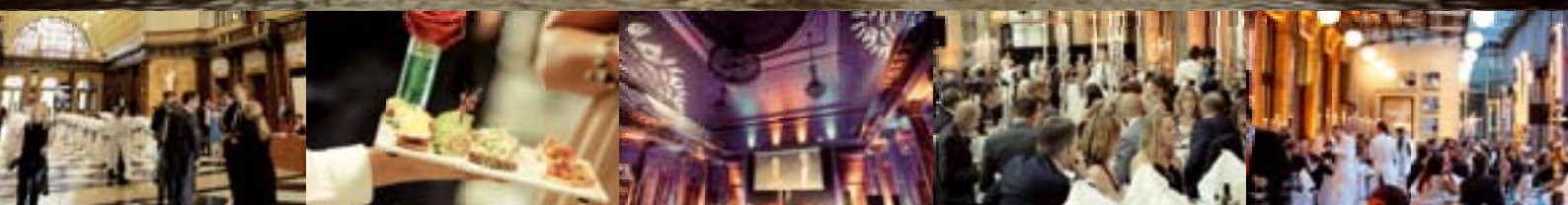
Schneider Schreibgeräte

Three times among the top three, twice among the top four: Schneider Schreibgeräte showed great commitment to sustainability in the promotional product industry in several categories and won in the overall category due to a remarkable and well-documented performance.



The PSI Sustainability Awards Ceremony 2017 ...

... took place on 8 September 2017 at Kurhaus Wiesbaden.





The winners of the PSI Sustainability Awards 2017 And the winner is ...

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Economic Excellence 2017

BIC GRAPHIC EUROPE S.A.

Environmental Excellence 2017

Schwan-STABILO Promotion Products GmbH & Co. KG

Social Excellence 2017

Halfar System GmbH

Environment Initiative 2017

Halfar System GmbH

Social Initiative 2017

Brand Addition GmbH

Sustainable Product 2017 – Product

FARE - Guenther Fassbender GmbH

Sustainable Product 2017 – Product Set

BIC GRAPHIC EUROPE S.A.

Sustainable Product 2017 – Product Line

Schwan-STABILO Promotion Products GmbH & Co. KG

Sustainable Product 2017 – Writing Instruments

uma Schreibgeräte Ullmann GmbH

Sustainable Product 2017 – Paper

Zettler Kalender GmbH

Sustainable Product 2017 – Textile

Samoa Regenponchos e.U.

Sustainable Campaign 2017

EMSA GmbH

Special Award – #Influencer of the Year 2017

PF Concept International B.V.

Special Award – Start up

Just So Clothing Company Ltd

Sustainable Company of the Year 2017

Schneider Schreibgeräte GmbH

Partner



The registration for PSI Sustainability Awards 2018 starts in January 2018.

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

29

.....
pages are covered by "Branchenwissen kompakt (Compact Industry Knowledge)". The most comprehensive certificate overview for the promotional product industry is published by PSI. It assists companies in acquiring certificates for their sustainability strategies.

559

.....
billion US dollars will be spent on advertising worldwide, according to Zenith's Advertising Expenditure Forecast.

393.53 million

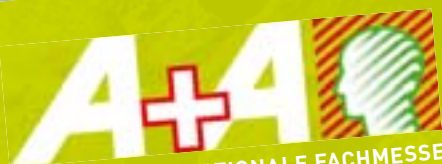
.....
euros was spent in the first half of 2017 by the company ranked number one among the top 20 advertisers in Germany. Unfortunately, the amount spent on promotional products was not mentioned on the statista.com statistics portal.

1.8 trillion

.....
US dollars is the estimated turnover of the global textile industry, according to Issue 3-4/2017 of the magazine "textile network". A large sales market, as the PSI demonstrates each year. More than one-third of the visitors are attracted by textile promotional products.

5,2

.....
This indicator reflects the current economic, political and social situation of the advertising sector, according to ZAW (Central Association of the German Advertising Industry). The scale ranges from 1 to 8 (excellent). The mood in the promotional product sector is also optimistic.



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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 till 11 January 2018 in Düsseldorf. Select your personal favourites as candidates for the People's Choice Award, the prize for the most creative innovations.



*Nothing's sweeter
than Słodkie –
the best description of
our company in a nutshell.*



Anna Garmada
Słodkie Upominki

11

Słodkie Upominki specialises in the manufacture, design and packaging of promotional confectionery. It has roughly 200 products in its assortment – ranging from sweets, pastilles, dragées and chewing gum through to lollipops, cookies, chocolate, handmade confectionery and chocolate truffles. The range is constantly being updated and is distinguished by its creativity. The company is renowned in the market for its original “sweet solutions”.



*You set the goals,
we make them real.
Quickly, reliably and
even for smallest quantities.*

Matthias Rippert
MARIP-Werbelebensmittel



12

As a manufacturer of promotional foods we can cater to our customers' wishes 100 %. Modern technology makes quick production and short delivery times possible. We use only the best ingredients to manufacture a wide range of delicacies. Thanks to our own print shop and filling line we turn these into custom promotional items with a high pleasure factor.



*We import, produce
and refine promotional
items. We have over 1600 products
on call to serve your campaign.*



Attila Andras
Anda Present

13

A broad and diverse product portfolio, a high degree of innovation competence and technical know-how – these are the pillars of our owner-managed family business which we are constantly developing. Our Be Creative brand perfectly encapsulates what we do best: creative, readily customisable products combined with perfect service.



*Tradition and innovation
go hand-in-hand at Ritter-Pen –
to produce experience,
worth, and creativity.*

Arno Ritter
Ritter-Pen



14

Quality is of paramount importance for the writing utensils manufacturer Ritter-Pen. It combines style, substance and form to create distinctive 'Made in Germany' products full of writing culture character. Ritter-Pen also offers flexibility and short delivery time – along with comprehensive service. All Ritter-Pen customers will find writing implements which are tailored to meet their own individual needs.



*uma ballpoint pen is
more than just a writing
implement. It is the
signature of advertising.*



Alexander Ullmann
uma Schreibgeräte

15

Everybody's signature is unique. Just like the people who advertise using uma writing implements. It takes creativity, imagination, empathy and a willingness to break the mould to create a perfect solution. It takes uma – the signature of tradition with a future. For promotional products with a character of their own.



We manufacture custom-made promotional products. Each article is customised down to the smallest detail.

Kim Köhler
Kandinsky Deutschland GmbH



16

Off-the-peg? Not our thing! Our promotional products are tailor-made. Even the smallest production runs are individually manufactured and delivered in a very short time. We always put quality and service first. A strategy we have also applied to our PSI First product.



*esign is our
passion, textiles are
our profession.*



Kirsten Dreyer
ABER textil+design

17

We combine bright ideas, in-depth know-how and workmanship to produce extraordinary textile accessories. Neckties, shawls, shirts and socks from a single source – individual, creative and promotionally effective. Our contribution to PSI First shows our latest corporate fashion inspirations. Exclusively at PSI 2018.



*We create fine chocolate
candy and chocolate
products, individual in design
and unrivalled in taste.*

Rafael Kladzinski
CHOCOLISSIMO



18

Chocolissimo is synonymous with exclusive chocolate and chocolate candy creations using the best ingredients and with unique gifts. Boasting the highest quality and a wide variety, presented in exquisite and individually designed packaging – our sweet creations are guaranteed to make for unforgettable promotional effects. They send everyone into raptures conveying your appreciation in an especially charming way.



***he World of Rainwear
is our passion.
For great advertising
impact in any weather.***



Sabrina Krobath
Samoa Regenponchos e.U.

19

Defy bad weather with practical and promotionally effective rainwear from the experts. We offer a wide range of rain-proof ponchos plus compellingly eco-friendly innovations. Our benefit for you: passionate consulting and competent service. With our products you are sure to leave a sustainable and promotionally effective impression.



*We make child's
play out of charging
mobile devices. Turning routine
into lifestyle.*

**Ricardo Roque (Is),
Tiago Venda Morgado**
Egg Electronics



20

A proven classic, given a modern twist and now more attractive than ever: the EGG PowerStation. The first charger which can charge 17 devices simultaneously. Made of high quality polycarbonate, featuring a modern design with customisable covers and surfaces. Technically and aesthetically perfect advertising, made in Portugal.

A technology

Bluetooth devices

Headphones, loudspeakers, alarm clocks: In the promotional product industry, Bluetooth-enabled devices are growing in popularity. One reason for this is certainly their great future potential. Although a completely cable-free technology world is still a long way off, Bluetooth already gives us a taste of things to come. There is, however, one hitch: the implementation of the technology is associated with licensing fees.



with future

in the promotional product industry

Bluetooth is enjoying great popularity. Although data exchange technology was initially used primarily in headsets, keyboards and PC mice, it now also belongs to the common accessories of loudspeakers and mobile phones. And an end to the expansion is not in sight – on the contrary: Suke Jawanda, the Chief Marketing Officer of Bluetooth SIG (Special Interest Group), who monitors the licensing of the technology, confirmed in an interview with the magazine 'absatzwirtschaft' that we are "in the midst of the Bluetooth boom". In addition to the field of entertainment electronics, he has in this context primarily objects of daily use in mind which, when equipped with Bluetooth, means new potential. Networked toothbrushes, toys and bed mattresses have long since become a reality, as well as sensors which when placed in a flower pot always send signals when the flowers need water.

What is Bluetooth?

The enormous spread of Bluetooth can sometimes give the impression that the functioning of this technology and its background are commonplace and therefore not worth mentioning. But that is not true. Although many people like to use modern technology, most do not want to concern themselves with the details. For this reason, the term "Bluetooth" is an industry standard for radio transmission of data of all kinds. In comparison to other data transmission technologies, Bluetooth has the advantage of simplicity. Another important feature is the specialisation at

particularly short distances of a few metres. In order to be connected to one another, Bluetooth-capable devices, for example a mobile phone and a loudspeaker, must be located in the immediate vicinity. This is called "pairing" in specialist jargon. Bluetooth has been around since the 1990s. The development of the technology is controlled by the interest group Bluetooth SIG, whose founders are Motorola, Nokia, Ericsson, Toshiba, IBM, Intel and Microsoft and the now more than 30,000 member companies. All members are licence holders of the Bluetooth brands. Behind this unusual association is the desire of companies not to compete on the technology level, but rather on the application level, i.e. with products that use Bluetooth. A "format war", such as the one that flared up in the early 1980s concerning competing videocassette systems or more recently between HD DVD and Blu-ray, is thus impossible.

Cost of licence fees

The fact that the ownership rights to the Bluetooth brands lie with the SIG has, without exception, consequences for every company that wants to launch Bluetooth products on the market under its own name. As is well known, quite a few Bluetooth products have been very popular in the promotional product industry for years. First of all, any company that plans to use Bluetooth will have to become a SIG member. While membership is free, licence agreements have to be signed, which has an impact when Bluetooth products are introduced in the market. >>



In comparison to other data transmission technologies, Bluetooth has the advantage of simplicity. Another important feature is the specialisation at particularly short distances of a few metres.

>> In that case, licence fees are charged which can pose challenges for small and medium-sized companies. About two years ago, this issue once again intensified considerably when SIG changed its fee structure. As the specialist magazine "Elektronikpraxis" reported, it was previously the case that companies that wanted to use a module already recorded by the Bluetooth SIG under "Qualified Design Listing" (QDL) in their final product did not have to pay registration fees. The companies received an identification number already registered (QDID).

All-in package

In the meantime, however, it is no longer possible to license a QDID individually for a new end product. According to "Elektronikpraxis", companies now have to pay a fee for a combined all-in package "Qualified Design & Product Listing" (QDL). In this model, it is no longer important whether a Bluetooth module has already been registered by a manufacturer within the Bluetooth SIG: If a module is installed in an end product, a separate QDL entry is required. As a result, the use of different Bluetooth modules in the product portfolio of a supplier or importer can lead to considerable costs.



Claudio Marchi Key Account Manager, ZOGI GmbH

Caution, but no need to panic

Before the SIG changed its fee structure, the manufacturer of a Bluetooth module paid a registration fee of USD 5,000 or USD 10,000. These charges were reduced to USD 4,000 and USD 8,000 respectively. While third-party companies have previously been able to register their products free of charge, if they include modules already listed, costs between USD 4,000 and USD 8,000 per registration are now also due. The membership status determines the amount of the fees. In the case of a so-called "Adopted Member", USD 8,000 is to be paid. A full membership ("Associate Member") is worthwhile when a company places many Bluetooth devices on the market under its own name. Then the registration fee for products is reduced to USD 4,000. However, the annual membership fee is USD 7,500.

"As an experienced electronics specialist, we recommend that you address the issue of Bluetooth licences, but we also warn against panicking."

Claudio Marchi

One module, several components

Even if the requirements for products remain unchanged: If Bluetooth designs are reused by a third party (rebranding), a new registration is now required, which leads to charges. As soon as a Bluetooth product is marketed under its own name, under its own brand name, or even under its own model name, a licence fee is always payable. This is independent of whether the sub-supplier has already performed the listing. Once such a listing has been created, you can specify several end products, provided they contain the same Bluetooth module. It must be ensured that it is a standalone module that has been completely registered (module/stacks/controller). Should one of these components be exchanged during the course of production, the registration must be carried out again and the specified fee paid. Simply put, a Bluetooth module consists of several components. If a component is replaced, the module is considered a new device. As an experienced electronics specialist, we recommend that you address the issue of Bluetooth licences, but we also warn against panicking. The SIG and its fees regulation are not new phenomena. If you adhere to the requirements, you will be on the safe side as a supplier/manufacturer or importer and can provide your customers with clear information. Customers can also safeguard themselves as the listings can be viewed freely on the website bluetooth.org.

Tips for distributors

What are the characteristics of good equipment and trustworthy manufacturers? Both the packaging and the product should bear the CE mark. User-friendly operating instructions understandable even by laymen are also a good sign. Furthermore, one should ensure that the packaging contains the complete address of the manufacturer including his contact data, i.e. website, telephone number and mail address. This information is used to check whether the manufacturer has implemented all legal requirements, such as an entry in the battery register or the EAR Foundation for the purpose of recycling old equipment. These requirements are regulated in EU directives, which have been significantly expanded in recent years and now also create more responsibility for distributors. However, as they are associated with costs, there are always manufacturers who try to evade them. In the case of conspicuously favourable offers, distributors should always be suspicious. In the worst case, one could be faced with a recall or even the destruction of products.



Stefan Auer Nestler-matho GmbH & Co. KG

Legal certainty for customers

Bluetooth licences are a serious issue. For this reason, it is all the more important for the importer of Bluetooth products to be well-informed in order to ensure the necessary legal certainty for his customers. The use of unauthorised and non-registered Bluetooth modules in end products will result in high penalties when this becomes known. Customs authorities in the Far East can also check whether the relevant licences are available before goods are released for export. In the event of a licence violation, however, the customs authorities will not hesitate to take legal action. Without licensing, the placing of Bluetooth products on the market is always a legal risk. And not only that: Licensing also ensures that the compatibility of the different Bluetooth devices is guaranteed and that no other devices are interfered with by Bluetooth signals. Against the backdrop of these facts, the promotional product distributor is ultimately well advised to obtain Bluetooth articles exclusively from experienced and registered importers. They are very familiar with the process of licensing and, accordingly, have all the necessary licences.

"It is important for the importer of Bluetooth products to be well-informed in order to ensure the necessary legal certainty for his customers."

Stefan Auer



Wolfgang Isenberg Executive Board, Intos Electronic AG

Recognising good equipment and manufacturers

The Bluetooth transmission standard is a success story. Whether it be headsets, headphones, keyboards, mice, printers or presenters – the list of common Bluetooth devices is long and is constantly being expanded. However, distributors should observe a few points when planning to include Bluetooth products in their range.

Key technical parameters

When it comes to the technical side, it is important that the products support the latest Bluetooth version 4.x. This version has lower power consumption and therefore allows long usage times. The selection of the device class depends on individual wishes and needs. For example, a class three product has a range of up to ten metres. A class two product theoretically has a range of up to 50 metres and a class one product can even reach up to 100 metres. But be careful: very long ranges are at the expense of power consumption.

„Analogous to Apple products, it is important to ensure that Bluetooth products are licensed.“

Wolfgang Isenberg



Pay close attention to licences

Analogous to Apple products, it is important to ensure that Bluetooth products are licensed. Missing licences may not only have legal consequences, but the quality of the products is also not guaranteed in this case. Lower operating range, transmission problems, connection setup problems, lower transmission speeds or high power consumption are just some of the faults that can occur. In order to ensure this does not happen: Members listed with SIG, including member status, can be found at bluetooth.com.

In order to be connected to one another, Bluetooth-capable devices, for example a mobile phone and a loudspeaker, must be located in the immediate vicinity.



Rarely do both beautiful and useful products attract more attention than in the comfortable surroundings of a **household, kitchen** and **home**. Here they are continually in someone's hands or draw **someone's attention** each day, so they are sure to attract constant attention.



PSI 44186 • team-d Import-Export
Warenvertriebs GmbH
Tel +49 7181 989600
psi@team-d.de • www.team-d.de
<https://www.psiproductfinder.de/zmvhnd>

Sharp and reliable

Anyone who ever tried to cut a pizza with a blunt knife can confirm that this is a pointless exercise. The Daumen cutting roller from team-d is the ideal solution. It is extremely sharp, made of stainless steel and has an ABS plastic handle with large print area. Available from stock in black and white.



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

Razor-sharp combination

The Mini Bamboo cutting board from Inspirion is the perfect kitchen tool. The knife with a stainless-steel blade and colour-matching bamboo handle is ideal for chopping, mincing and cutting vegetables, meat and fish. The robust bamboo board offers the ideal base and is visually appealing. In addition, the paper banderole with a practical insert for the knife offers a nice advertising space.

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www.kws-shop.com



Delicacies

A promotional gift with a lasting memory can be handed over with the Pizza gift carton from Multiflower. The set contains a ready-to-serve mixture of pizza dough, a high-quality pizza cutter with a stainless steel roller, a wooden stirring spoon and a bag of oregano spice. Promotional print on the standard motif or an individual design of the label are possible from 250 pieces.

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Perpetual calendar

This original and practical desk calendar from Global Innovations is a real eye-catcher on the desk of a customer because it is a companion throughout the entire year. With its innovative design in desired pantone colours, this calendar is suitable for a lifetime. The certified factory uses FSC-certified wood, odourless printing inks and can also produce almost any wood product as a custom-made product.



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Tel +49 6062 6040 • incentives@koziol.de
www.koziol-incentives.de
<https://www.psiproductfinder.de/mzhmnm>

A duo to fall in love with

Leaf, the salad bowl from Koziol, ennobles every salad creation, always plays the leading role and brings along the cutlery with it. The integrated salad servers grasp the curved shape of the bowl and appear in attractive contrasting colours. The high bowl requires little space on the table and at the same time inspires with ample volume for all leaf salads. The London designer Cairn Young created this elegant object which is so beautiful that you would like to use it every day.



PSI 48078 • Wera Werk
Tel +49 202 4045144
matuschek@wera.de • www.wera.de
<https://www.psiproductfinder.de/mwy3zw>

A welcome tool

The tool for every household: The bottle opener with six-fold tool extras from Wera. With a multi-component handle for particularly ergonomic screwing. The six screwdriver bits are hidden in the handle and extendable at the push of a button. The compact tool allows the most common screw profiles to be operated and – almost more importantly – subsequent thirst quenching. Available with a customer-specific logo print from 100 pieces and, on customer request, also in high-quality gift packaging.



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

Recycled time

This simple designer wall clock from Reciclage is an ideal eye-catcher and therefore the perfect advertising vehicle. Old newspapers and magazines serve as the material. The clock should be of interest to all companies who attach great importance to their environmental awareness. It is about 35 centimetres in diameter.



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

Cuts and opens

The handy Cut and Open pizza cutter from Inspirion is a real multi-talent. The plastic cutting wheel glides effortlessly through crispy pizza bases and allows each favourite pizza to be divided into appetizing pieces without great effort. And the appropriate beverage bottle can be opened with the integrated bottle opener. The cutter with exposed advertising space is available in black, white, blue and red.

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www.b2b@livingbytes.de
<https://www.psiproductfinder.de/mzrmyj>

Perfect helpers

Fiskars® believes the kitchen should be the heart of every home. Therefore, products are designed that help people to enjoy the most precious moments in life. For example, the set of three extra-light breakfast knives are perfect for slicing croissants and rolls, and ideal for jam, honey and the like. The Fiskars® birch knife block with five knives made from Japanese stainless steel proves that design and functionality can go hand in hand. For everyday use, the Fiskars® grater with box is a practical aid because the grated foods fall directly into the box. Orders are accepted by Living Bytes GmbH.



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

Successful combination

Perfect for use in the kitchen and household is the DuoPack from Sanders Imagetools. A sophisticated cosmetic bottle with two different fillings that complement each other with added value. The combination of hand soap and hand balm is a special highlight and ensures both clean and well-groomed hands. The hand balm can be chosen from the marigold or ginger-lime scent and the liquid soap is available in five different colours. The DuoPack is available from 500 pieces with a four-colour label on the front and back.

BRICKSTONE - works -

PRODUCED BY NILTON'S

The Brickstone articles are more than a standard commodity. The quality and finishing of the products are up to high standard. They should be ... because Brickstone stands for quality workwear for professionals.

In addition to workwear for professionals like aprons, and safety jackets, Brickstone also has a wide range of products for daily work, such as tea towels, kitchen towels and kitchen related textiles. Safety items such as first aid kits, warning triangles and safety products are also included in Brickstone's assortment. Whereby the same keywords apply for every aspect: Quality and trust.

*Quality workwear
for professionals !*



APRONS TEA TOWELS KITCHEN TOWELS AND KITCHEN RELATED TEXTILES

The Brickstone standard collection offers you a wide range of textile products for every day use.

For example the apron collection of brickstone consists of 9 different models. The aprons are available in various stock colors. The standard quality of the brickstone aprons is 240 gr / m2 65% polyester 35% cotton. In addition to this quality there are also promotional variants available. We can personalize these products with a beautiful embroidery or high quality print of your (corporate) logo of choice.

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office@europack.at • www.europack.at
<https://www.psiproductfinder.de/ytzizt>

Vegan leather

The product range of Europack now includes carrying bags and bags made of washable paper. Washable paper, also referred to as „vegan leather“, is becoming an increasingly popular processing material. There are no limits to the versatile possibilities of use: as a decorative storage bag, flowerpot, gift or bread bag and carrying bag. Thanks to their clearly coordinated design, the carrying bags and bags can be combined with existing colour concepts. The paper consists entirely of pulp, is tear resistant, feels soft and can be washed at 30° in the washing machine and reused. The typical leather look comes into its own after the first wash.

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PSI 45934 • bb med. product GmbH
Tel +49 2824 2083-0
info@bb-kalkar.de • www.bb-kalkar.de
<https://www.psiproductfinder.de/m2i3nz>

Shining prospects

The microfibre stainless steel care towel with anti-fingerprint effect from bb med. product cleans and maintains stainless steel and other metallic surfaces. It protects it from resoiling and fingerprints with a natural, environmentally friendly protection film. The practical cloth for household, outdoor, hobby or business – Made in Germany! – is an ideal advertising vehicle. It can be printed in 1 to 7 colours and is available individually designed from 20,000 pieces. The beinio®Clean brand product is available from just 500 pieces. Details can be obtained directly from the company.



PSI 44281 • Victorinox AG
Tel +41 418181211
B2B.ch@victorinox.com • www.victorinox.com
<https://www.psiproductfinder.de/y2uxmj>

Indispensable helpers

The Swiss knife specialist Victorinox offers legendary household knives, including four models of small, indispensable household knives with handles in four fresh, trendy colours. In addition, an unusual vegetable peeler in the assortment, a multiple award-winning design object that quickly shows what it really can. A sharp cheese grater is available in the same appealing design. Peelers and graters are available individually or in a duo set. Finishes can be created by using laser engraving.



PREMIUM GIFT ADVENT CALENDAR

→ approx. 340 x 235 x 33 mm



merci FERRERO KLÜSSCHEN RUFFE SPORT Amicelli



PREMIUM & TEA-BEARS® ADVENT CALENDAR

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

Beautiful coasters

„Ms Maple“ coasters in the form of a maple leaf made of the finest, natural wool felt beautify dining tables, coffee tables or sideboards, both as a decoration and as a protective soft, heat-resistant coaster. „Ms Maple“ is produced individually or project-related as a set in different sizes from high-quality merino wool according to Oeko-Tex® Standard 100 in the customer's desired colour and is 100% Made in Germany. The wool felt is water and dirt repellent. The maple leaves can be finished with a screen print transfer. On request, Bühring can create individual shapes according to the customer's specifications. Allowance must be made for tool costs. The delivery time is approx. 4 weeks after release of the sample and logo, depending on the quantity and availability of the colour. (This article has not yet been set up in the Product Finder.)

Home Sweet Home

We love to create a delicious meal, but odors, grease, and germs are not invited to dinner. The soap's natural antibacterial properties from LimeBOX keep hands clean during food preparation and afterwards while enjoying a time with friends. It's also ideal stains remover. Choose one of our transparent or coloured bottle dispensers to give your kitchen a fresh new look. It becomes also a beautiful ornament of many bathrooms as well, with its attractive shapes with unforgettable fragrances. LimeBOX is also able to create an individual shape of soap with powerful artwork. All the soaps are available in various shapes, colours and fragrances. One of the most popular sorts of soap is traditional glycerine soap. It can be chosen from various shapes, colours and fragrances.



PSI 48956 • LimeBOX
 Tel. +48 22 1152514
 info@lime-box.com • www.lime-box.com
<https://www.psiproductfinder.de/yjjhow>



PSI 46261 • reeko design - a division of
Carstensen Import-Export Handelsges. mbH
Tel +49 4106 7995070
info@reeko.com • www.reeko.com
<https://www.psiproductfinder.de/ymnmng>

Advent, Advent ...

Concrete is intended for outdoors? Not at all, claim the designers of reeko, because the material is fully in trend and is found more and more frequently in the interior area. Among other things, in decorative objects such as lamps, candlesticks and flower pots. And now on the Advent table: with the Block, a new, modern Advent candleholder from reeko. Advent, Advent, a little light burns. First one, then two, then three, then four – by rotating the concrete block, the respective side with the appropriate number of tealight recesses can be selected.



PSI 49298 • Innovartis GmbH
Tel +49 471 7003725 • info@innovartis.eu
www.innovartis.eu • www.clean-wipes.eu
<https://www.psiproductfinder.de/zjvjog>

Cleaning cloth for everything

QUICKS® is the name of the innovative professional cleaning cloth from Innovartis. A highly effective formula with natural ingredients allows for maximum cleaning performance and care in one product. QUICKS® easily removes grease, oil residue, silicone, adhesive, paint, dirt and other contaminants. It cleans hands quickly and thoroughly, as well as machines, tools of all kinds and hard surfaces such as tiles. Whether it be in the factory, in service, in the car or at home – anyone who discovers QUICKS® will not want to do without it any more. An advertising message can be placed on the sealing cap.



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.



PSI 49025 • Porzellanfabriken Christian Seltmann GmbH • Tel +49 961 204-141
n.lehner@seltmann.com • www.seltmann.com
<https://www.psiproductfinder.de/njvlmd>

Universal serving plate

The new "Life" serving plate from Seltmann Weiden represents the highest demands on design and functionality. The universal serving plate is made of hard porcelain, is dishwasher safe and 100% Made in Germany. Individualisation is possible from 100 pieces. (Dimensions: diameter 22.5 cm, height 8.5 cm, item number: 001.737 236)



PSI 47203 • Krüger & Gregoriades Im- + Export GmbH • Tel +49 40 73102180
info@kg-hamburg.de • www.kg-hamburg.de
www.psiproductfinder.de/nzuzmd

Perfectly shaken

The Summer cocktail shakers from Krüger & Gregoriades are sorted in three colours and come in the colours pink, orange and green. The plastic material is easy and quick to clean. The filter in the upper part of the shaker allows quick working and preparation. The capacity of the cocktail shaker is 350 millilitres.

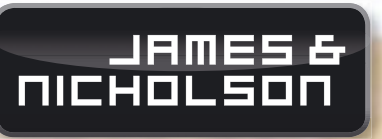


PSI 46913 • Malgrado fashion & promotion GmbH • Tel +49 2207 704090
office@malgrado.de • www.malgrado.de
<https://www.psiproductfinder.de/ngiyow>

Trendy tea towel

The designers at Malgrado have recognised that the kitchen is increasingly considered by many people to be the centre of a home. It is therefore no wonder that everyday products of this important living area are increasingly becoming brand names. This is demonstrated by the trendy tea towels from Malgrado. The manufacturer offers the following advertising possibilities: Jacquard or border weaving of a logo, reactive printing in an all-over design and embroidery.





NEW JACKETS & VESTS

daiber



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



Wine enjoyment

A fine drop of indulgence in a cosy get-together with friends: With products from star chef Paul Bocuse, PF Concept has exactly the right gifts for wine enthusiasts in its portfolio. The Vine wine aerator ensures that wine releases its full aroma when poured without first having to decant it for a long time. And to keep cool what should be cool, wine is served in the elegant Noron wine cooler collar. To complete the enjoyment, cheese can be offered on the Mino wine and cheese set.

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<https://www.psiproductfinder.de/mwu4od>

Demonstrating good taste

With the spice box containing 1,001 spices, good taste can be demonstrated – and give customers a pleasurable time. Three spice favourites can be selected from over 40 varieties. All products come from a multiple award-winning Hamburg manufactory where everything is produced from the best raw materials in small batches. The elegant wooden box with a sliding cover is, of course, individualisable.

Sophisticated design

If you are looking for promotional products that meet even the most stringent requirements, you need look no further than the Spranz GmbH catalogue. Among other things, the Metmaxx® Dressing & Sauces Shaker with the name Shake It. It is an elegant glass shaker from Viva® with an integrated pouring strainer, shakeball and large stainless-steel plaque on the top for laser engraving. The Metmaxx® Honey jar made from high-quality glass is also available in an elegant design for one of the world's best-quality foodstuffs – pure honey.

PSI 41462 • Spranz GmbH
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Great comfort and appealing design

EGG Electronic first product, EGG PowerStation, is a must have for everyone caring for home, office, meeting rooms. It is surprisingly low volume, allows you to plug in up to 15x devices simultaneously, in every direction. It has wonderful presence and liberates of the visual noise most gadgets intrinsically bring attached. Due to the colorful covers that can be customized and switched, it complements any room or environment. It comes equipped with a 1.5-meter-high quality power cable, and an over-current protection for 2200W that will keep an eye on your devices. The sockets are safe and strong. When plugging in equipments, a strong grip is applied, preventing them from being loose. Finally, EGG chose to use the same plastic materials that NASA uses in space helmets, so, be sure you'll be getting quality. Egg PowerStation and PowerStation covers are designed in Lisbon and produced in Portugal.

Clever apron holder

Apron strings knotted or torn, or the tied strings are knotted together? All of this is a thing of the past with the apron holder from Regine IQtrim. Simply cut off the apron strings and fasten the apron holder at the corners of the apron with the clips. Moreover, simple tablecloths can also be used as an apron without great effort if they are connected to the clips of the apron holder at two corners. Thanks to the adjuster, the apron holder can be used for adults as well as for children. Regine IQtrim GmbH's apron holder is suitable not only for private households or professional kitchen staff, it is also a nice souvenir for cooking and baking courses for children and adults. The elastic bands are 36 cm long and can be digitally printed from 100 pieces.





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

Ray of hope for the cold season

The modern ROMINOX® Tealight Holder Sacral from Römer Lifestyle promotes peace, security and harmony. The Tealight Holder Sacral radiates warm, golden light and is available in two different sizes. It also looks impressive as a set: the large version is 18 cm high, the small version 12 cm. Robust metal, satin brown lacquered on the outside and a gold foil lining on the inside give the tealight holder that special something. The tealight holder can be finished by using laser engraving.



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

Ingredients for the perfect dinner

Tastefully arranged and stylishly served – this sounds like a perfect dinner. The content of these micx media dinner sets could hardly be more appropriate. On the one hand, the elegant and practical kitchen helpers ensure perfect preparation of ingredients. And on the other hand, the dinner music albums provide a harmonious background to the successful evening meal. In addition to the “Rosmarin Lounge” and the festive “Christmas-Lounge” for Christmas dinner, the set edition also offers other tasty variations. In addition, the gift sets also give the recipients a personalised greeting.

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info@reflects.de • www.reflects.de
<https://www.psiproductfinder.de/owe0zt>

Grinding and seasoning

Tasteful design for perfect tasting of sauces and roasts and easy handling are the strengths of the salt and pepper grinders from Reflects-Horbart. The electric spice grinder made of sustainable bamboo and high-quality stainless steel has an adjustable ceramic grinder. Cooks can thus decide themselves how fine or coarse the grinding quality should be. A built-in LED assists in the accurate estimation of the dosage on the spices. Six AAA batteries are included.

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

Stylish combination

Troika presents „Wine Time“ a stylish combination of bottle cap and pouring spout. The practical wine pourer (made of stainless steel, plastic and silicone) combines stylish design and refined function. The spout opens when pouring, and automatically closes when it is put down. The food-safe combination is also easy to clean.



Eye-catching in every respect

The new Prisma Advent calendar from Kalfany Süße Werbung can do it all: no matter on which side, the personal advertising message always catches the eye of the recipient. The prism shape enables completely new perspectives and design possibilities. For example, developers of prefabricated buildings or interior architects can develop a promotional product that convinces through taste and, at the same time, underline the exclusive design diversity of one's own company. Kalfany Süße Werbung can personalise 4 areas of the Prisma Advent calendar, with the choice of brand chocolates such as Ferrero Küsschen, Mon Chéri, personalized milk chocolate bars of the Gubor brand, the popular four-piece mixed Ritter Sport chocolate cubes or Lindor Pralines from Lindt & Sprüngli.



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The Maprom team in front of the Brandenburger Tor in Berlin.

Anniversary celebrations in Berlin

To celebrate the 30th company anniversary of Maprom GmbH, the company management invited the entire workforce to Berlin for a weekend. The highlight of the three-day travel programme was an evening anniversary celebration as part of a cruise through the capital. The medium-sized promotional textile supplier and full-service provider from Weserbergland with headquarters in Höxter can look back on a very successful development since being founded in 1987. Today it is now one of the renowned European players in this segment. Currently, Maprom employs around 200 people, including 15 trainees. The company relies on the teamwork of its individual departments and has set itself the goal of taking on as many trainees as possible. Further training after the vocational training is encouraged and supported. Former trainees are also in current management positions. www.maprom.de

Maprom

Personal data

Fresh impetus in the sales team

The Magna Sweets sales team has been strengthened by two new employees. Since the beginning of September, Maja Petrinec has been working as a key account manager in the field service team for the confectionery specialists in Moorenweis. Petrinec is already well-known to the industry and has many years of experience in the promotional product sector. Petrinec supports Magna Sweets in further expanding its market position. Katharina Fried, who has also been working for Magna Sweets since mid-August, is also new to the company. She supports the sales team in order processing. www.magna-sweets.de

Magna Sweets

Maja Petrinec and Katharina Fried (left to right) bring fresh impetus to the Magna sales team.



Neon has been taken over

allbranded, one of the largest B2B online distributors of promotional products, continues to grow on its expansion course in Germany. The Hamburg-based company has taken over Neon GmbH which is headquartered in Stuttgart. The integration process and the reflagging of Neon in the allbranded brand are to be completed by the end of the month. With the purchase of Neon, allbranded will strengthen, among other things, the existing business segment for individualised and customised promotional products and significantly increases its presence among numerous small and medium-sized companies in southern Germany. "I am very excited about the new addition to allbranded, as Neon perfectly complements our customer base," says Arne Schubert, Managing Director of allbranded. "In addition, allbranded and Neon have similar corporate cultures and have provided their customers exceptional service and excellent consulting expertise for many years. Neon has developed an excellent reputation. I expect significant synergies from the acquisition, which will enable us to grow faster and more efficiently in the market – naturally with the proven allbranded quality. Nothing will change for Neon customers – except for the price and product advantages that we can pass on to them. "Similar acquisitions and investments are also conceivable in the future, as well as the successive expansion of our own services and products. www.allbranded.de

allbranded





The new site of Giving Europe Germany at Bremen.

Giving Europe Germany

Many changes at the company

A lot has happened recently behind the scenes at Giving Europe Germany which is working intensively on realigning its sales activities. As part of the partially concluded extension of its team, new larger premises were also required to ensure active and intensive customer care. At the beginning of August, Giving Europe Germany moved to its new location, remaining however in the seaside city of Bremen. The new office space now covers 500 sqm. The new, modern showroom is designed to induce visitors to linger and browse, showing the company's collection together with appealing new products in a modern design. Furthermore, expansion of the sales department by further area sales managers and account managers is planned, as well as expansion of the customer service to strengthen customer proximity. www.givingeurope.com

Personal data

New Team Leader

From 1 August, Maren Niemüller is the new leader of the mbw export team. Niemüller is a sales specialist with many years of experience as a sales rep and in the sales back-office. In her last job, she worked as a sales manager for a German film distributor. Niemüller joined the export team at mbw last January and is now assuming her new role as team leader. She can count on the support of Tina Peters and Marc Adelsheimer. www.mbw.sh

mbw



New "Head of Sales"

Johanna Herrmann has been Head of Sales at Living Bytes GmbH since the beginning of August. She is responsible for the expansion of the "Brand Representation" division which Living Bytes has been operating for the brands Weber, Weber Food and Fiskars since 2016. The business management graduate spent many years developing her sales expertise in Dubai, Berlin and Vienna.

www.die-markenvertretung.de

Living Bytes



Inauguration of new "blulog" building

A large blue building cube has a conspicuous impact on the industrial estate in Tennenbronn/Germany. Three years ago, Schneider acquired the domicile of the former Zehnder antenna factory and converted, extended and renovated it from the ground up. The property is located roughly two kilometres from the headquarters and offers much-needed space for the finished goods warehouse and worldwide logistics. On the first weekend in July, Schneider revealed what is hidden behind the outer facade. The official inauguration ceremony was held in an empty hall of the new building on Saturday with the approximately 400 employees from the headquarters in Tennenbronn. On Sunday, the public was invited to visit. What appears to be cohesive graphics from a distance is less obvious when perceived from the inside. The technology of the full-surface printed textile facade originally comes from trade show construction and was adapted for year-round convenience. A total of approximately 2,200 square metres of polyester were processed and printed with a multilayer printing process. The new facade saves the company from shading with electric blinds, without making it much darker inside. The blue cube was given the name "blulog" which says something about its appearance and function: "blu" stands for Schneider's blue corporate colour which spans the building. "log" stands for logistics and thus for its application. On a total of 5,800 sqm of usable floor space, all finished products will be stored. www.schneiderpen.com

Schneider Schreibgeräte



The large blue building cube has a conspicuous impact on the industrial estate in Tennenbronn/Germany.

Committed to Sustainability

Environmental protection and sustainability are decisive decision-making criteria for companies and consumers alike. Under these premises, PF Concept strives to expand its supply chain in a completely sustainable manner. “Committed to Sustainability”, the new sustainability report of the promotional product allrounder, illustrates the holistic approach the company pursues. PF Concept also provides certificates for its products on its website.

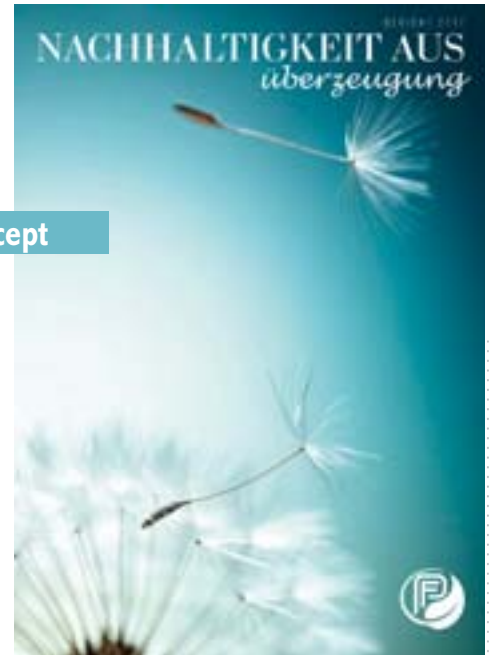
With its own efficient management system, the promotional product supplier succeeds in fulfilling demanding sustainability standards with its product portfolio. Regular audits at suppliers verify the clear guidelines. The results are analysed using a scorecard and visualised in four colour categories. In addition, quality assurance at PF Concept is carried out at all manufacturers through training courses aimed at implementing jointly developed action plans. An international team of more than 20 people in Europe, Asia and the USA ensures that the already high requirements for a sustainable process chain are continually developed and implemented.

“When I visit the production sites, I am proud to be able to see and accompany the positive change with my own eyes,” says Ralf Oster, Managing Director of PF Concept. In addition to suppliers, the ISO 14001 certified plant in Poland plays an important role. The modern facility offers a wide range of innovative technologies for customising promotional products, as well as providing top logistical performance through express delivery and short delivery times throughout Europe. “Customers drive the issue, they expect strict safety regulations throughout the product life cycle,” explains Pieter Boonekamp, Vice President Sales Europe. “End users identify with the promotional products and attach great importance to transparency and credibility.” The report “Committed to Sustainability” now presents the company’s approach in a transparent and clear manner. This information gives distributors, suppliers and end users an insight into the work of PF Concept aimed towards sustainability and social responsibility worldwide.

“Transparency and an open approach to sustainability shape our way of thinking and doing business,” says Peter Stelter, Country Manager, PF Concept D-A-CH. “That is why we provide certificates for our products on our portal. This not only gives the distributor but also the end customer a comprehensive insight into the sustainability of our products.” These certificates can be integrated directly into the distributor’s online shop so they can be retrieved quickly.

The report is freely accessible on the website of PF Concept for distributors, end customers and anyone else who is interested, and can be downloaded as a PDF file at: www.pfconcept.com

PF Concept





Daniel Jeschonowski, Ralf Uwe Schneider,
Michael Freter (left to right).

Ralf Uwe Schneider will become the new head

Promotional products are his (professional) life – and have been for the past 25 years. From 1 November, he will continue to pursue this path for the PSI. Ralf Uwe Schneider, most recently Vice President Sales and Field Service Manager of Senator GmbH, will become the new head of PSI Distributors Sales & Services as of 1 November. In this capacity, the 48-year-old banker will be responsible for supporting the approximately 4,000 promotional product consultants who are organised in the PSI throughout Europe. He thus succeeds Jens Plass (48) who will remain at Reed Exhibitions and be responsible for marketing the material trade shows as a sales manager. In addition to the global network of ALUMINUM trade shows, these include COMPOSITES EUROPE and IEX Insulation Expo.

“We are very fortunate to have gained the services of Ralf Uwe Schneider, an industry insider and sales professional who has been successfully working for leading companies in the promotional product industry for 25 years,” says PSI Managing Director Michael Freter.

The native Rhinelander began his professional career in the promotional product market as a promotional product consultant. Afterwards, he quickly developed his sales expertise – initially at Gebr. Richartz & Söhne, then at Jung Bonbonfabrik and Post-it® Promotional Products, and most recently at Senator GmbH.

Daniel Jeschonowski, Managing Director of Senator, is delighted with Ralf Uwe Schneider's tremendous career step: “Ralf Uwe Schneider is one of the most experienced colleagues in the promotional product industry. In the past twelve months, we have successfully worked together to put Senator back on a sound footing. Our five sales representatives and our back office will be coordinated more closely while I continue to manage sales for the entire group. Joining Senator would have been extremely difficult for me without Mr. Schneider. I would like to thank him personally for the extremely competent introduction to the industry which he gave me!” www.psi-messe.com

New address

After almost 15 years, the team at Bickmann Werbeideen in Mannheim is leaving its present location and moving into new office space located just 100 metres away. From now, the promotional product consultants will be looking forward to welcoming visitors at their new, air-conditioned “home” with its showroom (near the SAP Arena and the Mannheim City Airport). Telephone and fax numbers remain unchanged. Ample parking spaces are available.

Bickmann Werbeideen

The new address:

Bickmann Werbeideen
Seckenheimer Landstraße 190
D-68163 Mannheim
Tel.: +49 621 4183928
Fax: +49 621 4183929
www.bickmann-werbeideen.de

On 26 October 2017, the 13th Print&Media Awards will be presented in Berlin. Nominated in the category “Environmentally oriented enterprise of the year” is the packaging specialist Karl Knauer KG, a member of the climate initiative of the print and media associations.

Karl Knauer KG

Nominated for the Print&Media Award



On the roof of the company building is a photovoltaic system.

Having already won the PSI Award and the “Sustainable Company of the Year 2016”, the Black Forest-based company is now in contention with an impressively comprehensive climate protection concept. Combat climate change – specifically for the printing industry. The company Karl Knauer consistently demonstrates environmental awareness, from its ecologically advantageous product portfolio for packaging and promotional products made of cardboard, corrugated board and paper, through to many important national and international certificates, the “climate neutrality” label, as well as the 100 per cent compensation of all emissions. In addition,

the abundance and quality of its measures to combat climate change convinced the nomination jury. “With a package of a total of five environmental programmes, we are specifically addressing climate change,” said Managing Director Richard Kammerer when underscoring Karl Knauer’s environmental course. “In our view, it is not enough to simply address climate change. On the contrary, we are very active in combating it with a concrete, comprehensive environmental programme. In this way, we provide our customers and consumers with future-oriented, ecologically responsible products and thus provide a verifiable, tangible contribution to combating climate change,” says Kammerer.



Measures taken by Karl Knauer to combat climate change

1. Ecological generation of electricity

Use of electricity from 100 per cent renewable sources. Own photovoltaic system. Future-oriented energy concept.

2. Material efficiency

Resource-conserving material and labour input right up to purchasing. Grammage reduction of the used carton with the help of intelligent constructions.

3. Waste management

Waste separation, disposal system, thermal recovery, in-house waste press, targeted sale of waste paper and plastic as raw materials.

4. Ecological packaging alternatives

Customer advice for environmentally responsible handling with regard to optimum material efficiency, raw material selection and recycling materials, without compromising the high quality of packaging.

Examples: agricultural waste box – use of CO₂-neutral agricultural harvesting products (e.g., stalks and leaves of crops) as an innovative raw material source.

Grass carton – recycled grass fibres make it possible to replace part of the wood chips in the carton, combined with many ecological advantages such as low energy intensity, low CO₂ emissions and reduced water consumption.

5. Energy consumption, CO₂-compensated

The energy balance at Karl Knauer is CO₂-compensated. This means 100% compensation for all incineration, vehicle fleet and evaporation emissions through the use of chemicals, as well as emissions from purchased energy, electricity, district heating and remote cooling. Karl Knauer supports the project "Efficient cooking stoves for Uganda". Efficient cooking stoves significantly reduce the need for fuel. This protects the tree population, reduces CO₂ emissions and promotes local crafts through local production.



At Knauer, electricity comes entirely from regenerative sources, as is the case here, for example, in the operation of printing machines.

The Print&Media Awards

Since 2005, the coveted awards have been presented in various categories. Outstanding print products as well as the associated expertise, companies and persons in the printing and media industry are distinguished by a top-class jury.

Core competencies of Karl Knauer KG

The core competencies of Karl Knauer KG are innovative packaging and promotional products, as well as gift packaging made of cardboard, corrugated board and paper. The company is one of the leading suppliers in the packaging sector with its exceptionally wide range of services and production associated with folding boxes. Customers from the branded goods and services sector across Europe benefit from the wide range of expertise and impressive depths of in-house manufacturing.

High standards

In dialogue with its customers, the company develops designs that meet all requirements for packaging – from protection to security to attractive presentation at the POS. Karl Knauer offers specialised ranges with state-of-the-art packaging technologies: cosmetics/care, pharmaceutical/health, environment/nature, food/agriculture, beer/beverages, home/industry, blister cards and mechanical engineering. In addition, intensive research is carried out on innovations for the packaging requirements of the future. Whether it be in the fields of smart packaging, convenience, product safety, counterfeit protection, finishing technologies or efficiency and sustainability. <

IMPACT, the new magazine promoting the promotional product industry, attracted a great deal of attention at the PSI 2017. The message of IMPACT has also been understood in the world of advertisers: we show what we can do, we prove our value and we invite everyone to put it to the test. The PSI is bringing out the next issue of IMPACT for PSI 2018.

IMPACT part two

Three in one go

The smart IMPACT title also makes a good promotional product or merchandising product: haptic, useful and convincing with facts.



PSI has deliberately chosen to buck the online trend by publishing the style magazine IMPACT as a print edition. The recipients of the industry messages should receive a medium which has a great deal in common with a promotional product. The recipients of promotional products can always expect multiple benefits. Just like with IMPACT: We know from reader interest research that such magazines are circulated in marketing or advertising departments. IMPACT should not be “sent” as quickly as radio, Internet or TV messages. This is also an indisputable advantage of the promotional product compared to these media. And the style magazine should be something to touch: haptic and layout

messages for the senses. In this context, IMPACT was and still is a promotional product. Sender: the promotional product industry.

Appetite for more

And what's more, three in one go. Advertisers, suppliers and consultants alike benefit from IMPACT's internal and external views of an industry that still lives in secrecy. The magazine provides advertisers with an entertaining and factual insight into an advertising medium of a special kind. Objective: To whet the appetite for more promotional products.

PSI is a bridge builder

Promotional product consultants and distributors can present themselves for the first time on a PSI platform in attractive small ad formats and make their portfolio and their unique position with special topics attractive to their industry customers. And only members are allowed to place ads in IMPACT. Even those who do not operate throughout Germany can advertise with markets in their region, sorted according to postcodes. In addition, the magazine also deliberately presents the consultant/distributor as the best partner for the industry customer. The first issue of IMPACT already impressively displayed this on several pages and presented a seven-page consultant directory at the back of the magazine.

Find what you are looking for

And suppliers? IMPACT offers them a great opportunity to present their products to the target customers who actually use them. And if you are an industry customer

and are interested in obtaining certain products, you can find out where you can get them in the consultant directory. No magazine other than IMPACT provides this kind of member directory. Why? Because it has been the philosophy of PSI for over 50 years to support and bring together consultants and suppliers - wherever possible.

Convince customers and tap into new markets

Yes, this topic has also attracted critical voices that always see opportunities for direct sales by suppliers around every street corner. They exist as we all know. But not from everyone. That is why it is important to reinforce the goal we have adopted. PSI's business model entails building bridges between suppliers and consultants. Thanks to IMPACT, another bridge of information to advertisers has been built. In times of Internet information, a snail shell no longer offers any protection. Instead, you have to go out, show your portfolio, convince customers and tap into new markets. IMPACT is the ideal platform for this. <

Benefits for industry customers

- IMPACT provides information through a highly effective advertising tool
- IMPACT shows the latest products which are not yet available on every street corner
- IMPACT affords readers great reading pleasure
- IMPACT informs how advertising works best with promotional products
- IMPACT recommends how best to utilise promotional products in the business world
- IMPACT shows what is sustainable in the industry and what has a lasting effect

Benefits for consultants

- IMPACT offers only members the registration in the consultant directory
- IMPACT offers a very cost-effective opportunity for presentation
- IMPACT has an edition of 20,000 copies
- IMPACT goes to high-quality marketer addresses of the Reed trade show pool
- IMPACT shows advertisers the benefits of consultants
- IMPACT offers a good opportunity to attract attention
- IMPACT consultants are guaranteed to be found in the consultant directory
- Consultants can contact PSI for further copies for their customers

Benefits for suppliers

- IMPACT is the advertising ambassador for products of the industry
- IMPACT offers the opportunity to present products to the advertiser
- IMPACT has an edition of 20,000 copies
- IMPACT shows advertisers that our products are stylish, good and effective
- IMPACT presents its messages in high-quality packaging and is image-defining for the industry and its companies
- IMPACT cites studies which show how promotionally effective promotional products are



A **diversity** of promotionally effective products are derived from **multi-talented** plastic, including attractive little **give-aways** which enthusiastically, prolifically, **purposefully** and **cleverly** help to propagate the reputation of **comprehensive** advertising campaigns.



Shake it

The Eggshaker from team-d gets things moving in everyday office life. The musical plastic eggs have a long tradition. The egg-shaped rattle belongs to the group of idiophones. Filled with granules and small enough to disappear in your hand, they are used as a subtle rhythm maker. They are packed individually in a polybag, 30 pieces in an egg box. Available from stock in blue, red, yellow, green and white.



Memorable

Global Innovations' Europe-wide patented three-millimetre biscuit stamp (PCT pending) is not just something for Christmas baking. It is suitable for stamping all soft materials such as dough, butter, fudge or the like, and thanks to its thin design it is perfect as an on-pack or for mailings. Production of this article is now possible and remains exclusive worldwide until April 2018.

perfect giveaways

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Big bandwidth

The company Bott recommends the use of their practical plastic advertising gifts provided with the logo imprint of the customer. The offer includes, among other things, measuring beakers, small measuring spoons, rain gauges, measuring frame for agriculture, yellow pans for monitoring rapeseed pests, farmer thermometers, measuring scoops, buckets and much more. Various printing techniques are used. All products have precise scales and can be used, for example, in agriculture, in the chemicals and food industry.

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Small but fine

Minitools, such as those supplied by Richartz, have long since become indispensable helpers on a key ring, in a wallet or in a coat pocket. For example, the Key tool shop mini. Small, extremely practical, made of high-quality stainless steel and equipped with nine functions in a small space. Or the Key tool 10+ mini with ten functions.



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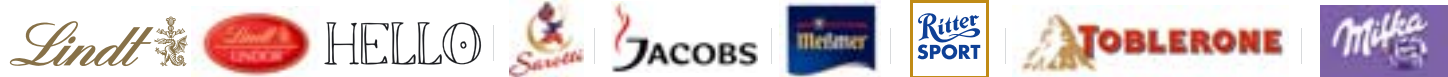
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<https://www.psiproductfinder.de/mgjhmj>

Now also with digital printing

Paper clips, which have been produced by CI-Clip (formerly IMCO) in Austria for more than 25 years, are now available not only with pad printing, but also with digital printing. UV-cured inks are printed directly onto the clips using a new printing technique. This technique not only allows for photorealistic prints, but the minimum order quantity can be reduced to just 250 pieces thanks to the simpler production. This expands the potential customer base enormously: the clips are not only interesting for companies with large mail volumes and mailings, but also, for example, for tradesmen who would like to leave a contact reminder with a customer. As a rule, a paper clip is used over and over again and continues to advertise for a long time.

The ideal Give-away

Polskie Karty is supplier of plastic laminated cards (ISO 7810), magnetic stripe cards (ISO 7811), RFID cards (ISO 14443), smart cards (ISO 7816) and other plastic products that can be used as unique give-aways. Plastic cards may be produced in standard size 86x54 mm and in XXL or mini size.



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info@plasticcards.zone
www.plasticcards.zone
<https://www.psiproductfinder.de/yjkyym>



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

Balls provide rain protection

Oops: the small white ball which can be hung on any bag by means of a snap hook can be turned into a practical rain cover in an instant. The white hooded poncho made of polyethylene from Bewear is available from Boomerang in the standard size of 120 x 90 cm, the spherical etui has a diameter of 6.4 cm. When pulled out quickly, the poncho not only protects you from the rain, but can also serve as a seat pad or wind protector.



PSI 47814 • Lupenmaxx GmbH
Tel +49 7661 9099880
info@lupenmaxx.de • www.lupenmaxx.de
<https://www.psiproductfinder.de/odgwzg>

The right perspective

The so-called lupcard from Lupenmaxx in the cheque card format 86 x 54 millimetres is extremely handy, fits into any wallet and is therefore always accessible anywhere at any time. With a thickness of only 0.3 millimetres and a weight of just two grammes, this article is also perfect as an add-on/insert for mailings. The magnifying glasses are inexpensive, incredibly helpful in everyday use and have an almost unlimited lifetime with thousands of eye contacts.



PSI 43332 • Maximex Import - Export GmbH
Tel +49 212 230650
info@maximex.de • www.maximex.de
www.psiproductfinder.de/yzfkod

The eye tastes too

In addition to creating popular standard motifs, Maximex's coffee stencils can be used to create your own idea or logo. A short coffee break can thus become a short in-between wellness programme. The colour of the stencil can be determined according to Pantone. An additional motif print is possible.

PROMOTIONAL IDEAS FOR PETS



... aus dem Schwarzwald
ef
emotion
factory



Promotional ideas for pets – this new promotion product line doesn't only stand for a slogan but a whole program: advertising objectives with animals, good products and a method of advertising that addresses completely new target groups.

DOG treats



Chewing rolls and accessories



The pleasure of experiencing the delicious bone-shaped dog treats and chewing products has the animal companion of the human. Needless to say, this new advertising concept is aligned to dog owners as recipients of the advertisement and contains a huge potential in the advertising article industry.

With double benefit

The Cheers coaster made of HIPS plastic from Giving Europe boasts two features because it can also serve as a bottle opener. Particularly noteworthy are the slip-resistant underside and the ease of care. The dimensions are 8.2 x 8.2 x 0.4 centimetres. Advertising is applied by pad or digital printing.



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



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

Refreshment for the party

Celebrate and always have refreshments firmly in your grasp: With the Babylon mug from PF Concept, the latest moves on the dance floor can be shown even with a refreshment in your hand - and without spilling a drop thanks to the lid and straw. Whoever wants to give his refreshment an extra flavour can choose the Fruiton bottle. With the fruit sieve insert, each beverage is quickly and simply added a fruity note, without fruit pieces floating in the liquid. Cups and bottles can be customised.

For the sake of health

A handy sports bottle for adults and children to create fruit and vegetable spritzers is available from Fifty Five. The scratch-resistant and sturdy housing has a volume of 800 millilitres and is BPA-free. The infuser bottle is very easy to clean due to the removable fruit insert. Due to its low weight, the sports bottle is ideally suited for hiking, walking, cycling, in the office or during sport.



PSI 49354 • Fifty Five oHG
Tel +49 2738 30540
info@fiftyfive.eu • www.fiftyfive.eu
www.psiproductfinder.de/ztezmg

Concentrated plastics expertise

Promowolsch is a specialist for promotional products and plastic give-aways. From the outset, the company has specialised in the production of high-quality products, while maintaining a balanced price/performance ratio. The range of products includes give-aways such as frisbees, ice scrapers, bottle openers, fly swatters, rulers, sharpeners, memo holders, money trays, buckets, shoe horns, clipboards, cups, ashtray parking discs and much more. Qualified manufacture of custom-made products for advertising is becoming increasingly important.



PSI 44724 • Promowolsch - The Customer
Factory • Tel +49 2942 5702 01
info@promowolsch.de • www.promowolsch.de
<https://www.psiproductfinder.de/mgeznj>

Treats with unicorns

The theme world of the fabulous unicorn inspires as a new trend in a variety of ways – now also in the product range of the Henosa Plantanas Group in the form of funny promotional sachets with delicious fillings. Whether it be tea, chocolate covered nuts and fruit, spices or tasty nibbles, the company promises to „pack and label for you on behalf of the fabulous unicorn“. „The customer is free to select the content and we design the label with the unicorn.“ The selection includes unicorn treats, unicorn tea, unicorn stinky and unicorn spew.



PSI 47992 • Henosa-Plantanas Group GmbH
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Liberty is a practical accessory for the smartphone and can be ordered from Brandcharger. It is suitable for any common mobile phone and can be adjusted into any desired position, for example, if you want to watch a movie. And credit cards of the usual size 85 x 55 mm can be safely stored.



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Cool design

The „Crown Cap“ key ring from the product range of the company elasto is a keychain that has the lot. Together with its flexible black silicone band, the key ring in the form of a crown cork is a smart gadget which should not be missing in any assortment. The silicone band enables users to effortlessly thread the keys without the hassle of scratching or even breaking fingernails. In addition, its ductility makes it possible to attach far more keys to the band than to a classic metal key ring. The „Crown Cap“ can be finished in 5 colours by using pad printing. Extra tip: the Crown Cap is particularly suitable for customers in the beverage industry.



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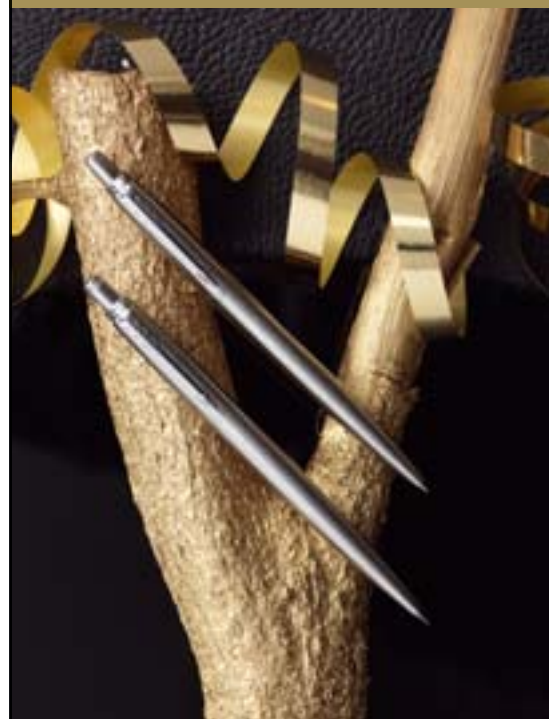
Puristic and elegant

Reidinger pencils made of black-dyed wood with matt black lacquer are both puristic and elegant. On request, the brand ambassador can be painted in 26 standard or special colours. The pencils are especially luxurious with an additional decorative attachment. A little crown, glamor ball, Swarovski crystal or magnetic cap transform the black pencil into a genuine piece of jewellery. A simpler finishing is provided with a coloured protective cap, decorative ring or eraser. In conjunction with a print motif, the pencil becomes a particularly elegant promotional messenger. For an individual creation, a personally desired model can be designed in a pencil configurator. Products and prices are displayed in real time.

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Advertising à la carte

The so-called Myligacard is an „analogue app“ in pocket format - handy in postal or cheque card format. It is currently available as a football card (with all match dates and fixtures of the desired league), language card (attractive illustrated terms from everyday life in three languages from different thematic areas), pollen calendar (overview of the current pollen load) and timetables (school subjects or leisure activities sorted according to weekdays). The right target group is always reached through advertising on the card and the amazingly simple principle.



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info@apd-gmbh.de • www.asiapinsdirect.de
<https://www.psiproductfinder.de/zdqznd>

Always at hand

Trolley Coins, the practical everyday helpers, are always at hand on the key ring. Whether as a standard version on a snap hook or on a stylish holder which allows a dual advertising message. The Trolley Coins can be individually designed: single- or double-sided, embossed with a softened sleeve, laser engraved, printed or also as a high-quality casting. The annoying search for coins in front of the supermarket is finally a thing of the past and the logo is always visible.



Ideal promotional material

A good idea from Klaus Stephan should delight all smartphone and tablet owners. smrter Standeazy is a smartphone and tablet holder in a credit card format. Optionally available in a landscape or portrait format, the Standeazy is suitable for any application and almost all smartphones, tablets or eBook readers. The aluminium version can be individually customised by means of laser engraving – the plastic versions can be finished by using pad printing or digital printing.

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Affectionate gummy bears

Magna sweets recommends: „Bottlebag“. This is 10 g of fruit gums packed in an individually printed promotional sachet. The sachet is provided with punched holes which enable the packaged fruit gums to be hung on bottles, door handles or the like for advertising purposes. The promotional sachet measures 70 x 135 mm and can also be filled with cashews or smoked almonds from the company Seeberger.

PSI 41617 • Magna sweets GmbH
Tel +49 8146 99660
info@magna-sweets.de
www.magna-sweets.de
<https://www.psiproductfinder.de/ywymyd>

Exclusive give-away

No matter how you rotate or flip over the Kalfany Mini Promo Cube, every angle of view offers an individual message. And the best thing about it: A surprise brand quality pleasure within the cube awaits the recipient. The 35.5 x 37 x 35.5 mm Mini Promo Cube features unmixed Raffaello, Ferrero Rocher, 2 Ferrero Küsschen classic/white, 5 Dextro Energy, 5 Ritter Sport Quadretties or 3 Ahoj sherbets according to IFS standards. A compact companion for every coat pocket.



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Delicious - also individually

In view of the great success of the Macarons, Belgo-sweet is now launching individually packaged Macarons on the market. The delicious culinary delights are available in twelve aromas and as many colours. A logo is printed with edible natural colours. Ideal as a Christmas gift or for events.

PSI 49425 Belgosweet SPRL Tel +32-2-3515555
guy@belgosweet.be www.belgosweet.be
<https://www.psiproductfinder.de/nzy5nt>



Perfectly noticeable every day

Pins & mehr GmbH does not limit itself to dainty pins in all variations. This manufacturer is also well-known for a wide selection of high-quality promotional products with an unmistakable advertising effect in everyday use. Numerous finishing possibilities, which can also be combined with each other, ensure perfect visualisation of the advertising message. Competent advice through personal contacts completes the range of services offered by the promotional product professionals.



Bright spots

Cermak has a wide selection of small lamps, laser presenters, laser pointers and LED logo lights. The absolute highlights are currently the penlights which are miniature flashlights in the size of a writing instrument with an integrated LED. The Nova-NO 110, a penlight with a patented continuous operation, is available in various colours. All products are Made in Germany, which also applies to the supplied AAA batteries from Varta.

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Advertising in pastel

The Stabilo Boss Pastel and Stabilo Boss Mini Pastellove highlighters feature new, soft tones. The Stabilo Boss Original accentuates advertising messages in six trendy pastel nuances. The Stabilo Boss Mini Pastellove with inspiring hand-lettering motifs is the ideal promotional messenger in a box with 4c advertising options. Stabilo brand quality made in Germany.

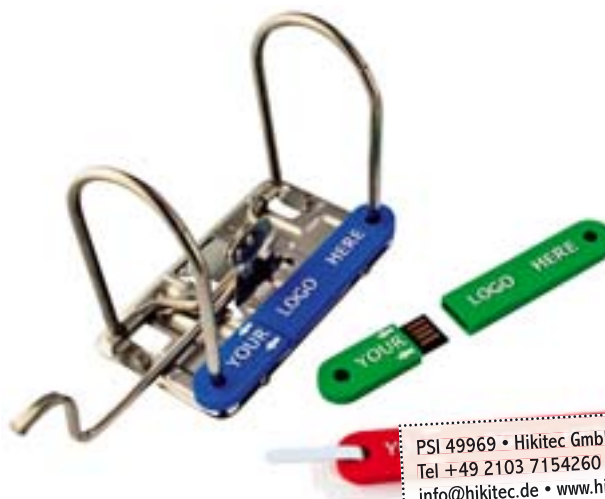


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Memories to file away

Under the designation USBfix, Hikitec presents a USB stick for filing away which offers a variety of application possibilities. The USB stick can be filed away easily and anywhere. Due to its ultra-flat design, it fits into any mailing and into any brochure or can be attached as a digital cover strip into any loose-leaf binder or ring binder. The innovative USB stick is available in versions up to 128 gigabytes.



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klio@klio.com • www.klio.com
<https://www.psiproductfinder.de/odaxyj>

Distinctive, elegant and modern

Distinctive, elegant and modern – this describes Zeno, the newcomer from Klio-Eterna – naturally „Made in Germany“. In addition to a stylishly curved clip and large advertising surfaces, the high-quality ballpoint pen is particularly impressive with its striking and distinctively designed push button, as well as its extraordinary shape which flows from a round barrel into a flat upper part. The combination of high-quality plastic components and the optionally selectable metal tip underlines the character of the Zeno series and gives the writing instrument a straightforward, high-quality overall impression. Thanks to its 4 components, the Zeno is a true chameleon that can be individually and repeatedly configured and assembled using the Klio modular system. This mix-and-match principle allows almost countless colour and surface combinations and ensures creativity and individual design. A further highlight of the Zeno product line is the attractive and extensive finishing and printing possibilities. The exceptionally wide clip provides the necessary space for this and can be completely personalised in the digital printing process. The application of image and photo elements is thus also possible.



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Exclusive, creative and fast

Fast, flexible and highly individual describes the FLEX System from Lanybook. Standard strips and standard buttons are available in various colours from a quantity of 100 pieces. With the right advertising message, the Lanybook becomes a unique and effective brand ambassador. The delivery time is 3 weeks after printing approval.

Puristic appearance

The new S45 ballpoint pen from Hauff is based on quality in combination with price awareness. With its simple and puristic appearance, it ensures the advertising message receives complete attention. High-quality materials and the blue-writing standard refills ensure sufficient stability and a pleasant feel. Whether it be discreet slogans on the clip or extensive messages on the barrel - almost every logo wish can be realised by using screen and pad printing.



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



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Your projects

Write down all your projects in the new notebook of Paul Stricker. Make a difference and write down your ideas on this block with a retro design and a contrasting metallic look. In leather imitation, with ivory smooth sheets, hard cover and magnetic clasp, it also includes a ballpoint holder and is supplied in a non-woven pouch. In a practical A5 size, customizable with hot stamping, take it with you everywhere and do not let anything slip away.

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Klio-Eterna Schreibgeräte GmbH & Co. KG, based in Wolfach, has restructured its management over the past four months following the sudden and unexpected loss of owner Hans M. Höhner.

Restructuring

Management completed



The new management of Klio-Eterna (left to right): Michael Gleich, Edeltraud Syllwasschy and Ralf Richter.

Edeltraud Syllwasschy, an entrepreneur in her own right and head of accounting at Klio-Eterna for more than 20 years, was appointed Managing Director with effect from 8 May 2017. She is supported by Michael Gleich, a long-standing employee and close friend of Hans Höhner. Since 3 July 2017, the former authorised signatory and head of department in the field of injection moulding technology has been managing the business of the Black Forest company alongside Edeltraud Syllwasschy. The management of the well-known writing instrument manufacturer has been complemented by the experienced Ralf Richter Dipl.-Betriebswirt (FH), who has been actively supporting the company as the new sales manager since 1 July 2017.

Division of tasks

The managing directors, each of whom is authorised to act as a sole representative, share the tasks within the company's management based on their previous areas of activity and thus form the strategic top level of the company. While Edeltraud Syllwasschy, who has been a professional and private companion of Hans Höhner for many

years, concentrates her activities on the commercial areas and the human resources of the company, Michael Gleich focuses on the production processes of the branded writing instruments. Ralf Richter complements the management team with his long-standing and multi-faceted experience in the establishment and structuring of business units and is responsible for marketing and sales.

Focus on core competences

For almost 120 years, Klio-Eterna has been synonymous with quality and precision in the manufacture and finishing of writing instruments "Made in Germany". At the Wolfach site, several million pens are produced each year for renowned end customers. A common goal of the long-standing company is the concentration on precisely these core competencies. In addition to the highest possible proportion of in-house production, the focus is on growing sustainability. Regional partner companies, the integration of social projects into the supply chain and resource-conserving production technologies are already exemplary today and are to be further expanded under the new management.

<

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The company Lupenmaxx in Kirchzarten is celebrating its 10th anniversary this year. When it comes to the production of high-quality magnifying film, which at the same time serves as original and versatile promotional products, distributors and consultants from the industry have come to the right place.

10 years original and high quality

Promotional products with magnifying effect

Exclusive to the industry

Since then, the company has been importing and distributing precisely these Fresnel magnifying films in all sizes as the only supplier for the promotional product sector and has developed into "Europe's number one for promotional magnifiers" in these 10 years, emphasises Speht. Lupenmaxx distributes all articles throughout Europe, with a focus on Germany, Austria and Switzerland. The company also offers its products at trade shows in these countries as well as in Poland. Due to their handy dimensions, most of the magnifiers are ideal mailing supplements.

Widely diverging range

At the moment, the range comprises essentially six segments. The magnifiers in credit card format, the so-called "lupcards", head the magnifier collection. They are small, very easy to handle, light and super thin. They therefore fit into any wallet and are always ready to hand. Furthermore, there are bookmark magnifiers made of PVC and paper: with an integrated magnifier, they ensure a greater reading pleasure in the true sense of the word. These bookmark magnifiers are available in various formats – all with a large, one-sided or two-sided printable advertising surface. They can also be supplied with a printed scale and can therefore also be used as a ruler. The product is available up to size A4. These films are often used to create custom-made products.

"Almost anything is possible"

With customised magnifiers, "almost anything is possible". Virtually all desired shapes such as a heart, clover leaf, and so on are conceivable. Magnifying lenses made of



Whe success story of the famous promotional magnifiers began in 2007: "At that time, the opportunity arose for the exclusive distribution of a very special Fresnel magnifying film with 4x magnification in Europe. This high-performance magnifying film is unique in the Fresnel magnifier range, with the best quality available at the moment. There is only one manufacturer of this film worldwide," says Maximilian Speth, who heads Lupenmaxx together with Andrea and Hansjörg Goldschmidt, explaining the initial spark for founding the Black Forest company.



A brilliantly sharp team:
The managing trio of
Lupenmaxx (left to right):
Hansjörg Goldschmidt,
Andrea Goldschmidt,
Maximilian Speth.

acrylic with a diameter of up to 600 mm are available in the range of Lupenmaxx. "These high-quality acrylic magnifying lenses are usually installed in showcases and displays," explains Maximilian Speht. The "icing on the cake" of the Lupenmaxx collection are custom-made products according to customers' individual wishes. "Here we also fulfil the most unusual wishes of our customers", says Speht. Finally, the product range is rounded off by a variety of foldable magnifiers, hand-held magnifiers, thread counters with or without illumination.

Stylish and practical

But that is not all. Lupenmaxx has other versions and accessories on offer: the Tick Card with a magnifier (for example as a safeCard®) for removing ticks. It is a perfect give-away for all outdoor activities; high-quality microfibre cloth "Made in Germany" for glasses, laptops, navigators, mobile phones and of course also for magnifiers; cheque card reading glasses (eyeCard®) – stylish and also practical reading glasses in the cheque card format with 2.5 dioptries.

Regional commitment

On request, Lupenmaxx can print and package all magnifiers. "We have the best partners in the printing industry for all types of printing," says Speth. We can use screen printing, UV digital printing, UV offset printing and pad printing. All articles are usually packaged at social institutions in the region. If you would like to apply an effective magnifying effect to your advertising, simply take a look at the company's website. <



Paper bookmarks
(above?) with an integrated magnifier ensure a much greater reading pleasure.

The handy Lupcard in cheque card format.
(left?)

The Tick Card or also Safecard below, helps in case of a tick bite.

Microfibre cloths (underneath?), e.g. for cleaning magnifiers, naturally belong to the portfolio.



The Polish Puch Group is working hard towards achieving its international breakthrough. As a specialist in leather goods, printing and bookbinding, the company would like to convince its customers with promotional products "Made in Poland".

Young and energetic

Puch Group on expansion course

Puch Group



The 30-year-old founder and managing director of the Puch Group: Wojciech Puch.

Whoever does everything, does nothing right" - that is the motto of the 30-year-old founder and managing director of the Puch Group, Wojciech Puch. Founded five years ago, the company cooperates with a total of three production plants in Poland and employs over 150 people. It specialises in the manufacture and distribution of promotional products and office supplies made of genuine leather, artificial leather and PVC. "In particular, we focus on elegant leather articles, book calendars, bookbinding and individual print products," says Puch when summarising the company's portfolio in more detail. The best-selling products are currently document folders and registers of the in-house brand diplomacovers24. Apart

from producing promotional products, the Puch Group also offers its customers finishing, for example by embossing. In addition, customised production is possible from very small quantities.

"Made in Poland"

The Puch Group is particularly proud of the quality seal "Made in Poland". The company only sells promotional products that are manufactured in Poland, a philosophy that is very positively received by customers, even well beyond the borders of Poland. Thanks to an extensive network of regular customers, the Puch Group already exports its promotional products to Germany, Austria, France, Belgium, Switzerland and the Netherlands. The next target is the British market. "The international customer should feel just as much at home here as in his own country," says Puch. This is ensured by multilingual staff who easily overcome language barriers. The managing director leads by example: He spent his youth in the Black Forest and therefore speaks German perfectly.

High standards

The quality requirements of the Puch Group on their own products are high, and so too are their requirements on partners and production sites. They must comply with a number of standards in order to be included in the Puch Group network. The Puch Group is aiming at cooperating with the best, says Puch. Everyone can convince themselves of the fact that the Poles are among the best in the market: The company is happy to invite customers to Silesia to form their own impression of the production process and the impressive machinery.



The Puch Group cooperates with a total of three production plants in Poland and employs over 150 people.



The Puch Group is especially proud of the quality seal "Made in Poland".



The Puch Group specialises in the production and distribution of promotional products and office supplies made of genuine leather, artificial leather and PVC.

People more important than numbers

"The greatest mistake that companies can commit is being driven by greed. Little skill is required to secure a large one-off order," says Puch. In order to be able to survive in the market in the long term, on the other hand, it is important to maintain contacts and foster them, which is much more difficult. "Sure, the turnover must add up. In general, however, people are more important to me than numbers because they are the foundation of every success." <

The portfolio package of the Puch Group at a glance

Promotional products made of genuine and artificial leather:

Conference folders, document folders, document registers, notebooks, cases of all kinds, wallets, book calendar covers, products for restaurants, small leather goods.

Bookbinding:

Exclusive carton, embossing on all materials from leather to wood, integration of pads with books, calendars and albums, rounding of pads from r3 to 40mm, attaching brass corners.

Printing:

Exclusive picture books and albums in hardcover, exclusive labels, carrier bags, plastic cards, three-part calendars, wall calendars, brochures, posters.

www.puchgroup.eu

Three personal questions for Wojciech Puch

At just 30 years of age, Wojciech Puch is one of the youngest managing directors in the PSI network. The PSI Journal spoke to him about youth and success.

Mr. Puch, what is your advice to young entrepreneurs?

Many young people cherish the dream of running their own company, but most people underestimate the enormous workload. I work almost around the clock, as my ideas always have to ferment before I make a final decision. Young entrepreneurs have to adjust to these burdens. All the more important is the support of family and friends. Without my family, I would not be where I am today.

How did you get into the advertising industry?

I completed my first internships at a production company in the advertising industry in Poland. During this time, I further developed the customer portfolio to such an extent that I was ultimately able to work there throughout my entire studies. Today, my former employer is my business partner. In addition, I also gained experience at one of the Big 4 audit companies where I met some amazing people from whom I learned a lot.

Do you use products from your own range?

I certainly do. I use two wallets from my own assortment as well as business-card cases and numerous key chains.

Many thanks for this interview.

Since 2014, the logistics specialist ztv has been the official partner for the PSI dispatch station. Every year, ztv sends more and more packages faster to many destinations far away. Once again, the company will be receiving samples and catalogues from visitors at the upcoming PSI Trade Show to have them “land” directly on the desk of the recipient.

ztv official PSI partner again

Smart promotional product logistics



Speed requires
no witchcraft.

The simple
solution is:
ztv express!

Whe steadily growing dispatch volume at the trade show is made possible by ztv through the continuous professionalisation of its services. The dispatch station is operated under the brand name ztv express.

But what is behind it all? What services does ztv express offer in everyday life? ztv express takes care of transport – from direct, courier and messenger journeys to early pick-up and scheduled delivery as well as campaign consignments.

Interested in door-to-door delivery? ztv express!

Do you have a consignment that must be delivered today? And without any detours? ztv express offers the suitable alternative with its door-to-door delivery service. Regardless of whether it involves important samples of promo-

tional products, documents or spare parts, the desired consignment is sent directly to the recipient, whether it be in the same city, within Germany or beyond Germany's borders. Optimum flexibility and quick solutions are the key to door-to-door delivery offered by ztv express.

Late pick-up or early delivery

Has the customer been working full out on important documents which must be completed by the end of the evening and then delivered to the business partner the next morning? Is it essential that a contract be handed over to the contract partner today? An important product sample must be at the customer's at 8 o'clock on the next day? All these and other services involving collection and delivery are offered by ztv express with its products ztv express Economy and ztv express Allrounder.



This is done quickly and always in a cheerful mood: ztv will again be dispatching collected “promotional product samples and catalogues” directly to the customer via the PSI Trade Show dispatch station.



The ztv service team supports customers in all possible logistical matters.



Premium campaign, sales promotion, or mailing campaign

Is the customer, for example, responsible for a promotion or planning an extraordinary mailing? With the aim of providing customers with information or a product at the same time? ztv express can organise and coordinate the entire campaign consignment, if necessary also with temporary storage; everything for both small and large consignments. Promotional displays not only have to be transported to the POS but also assembled there? ztv express can organise the campaign consignment and ensure it is carefully positioned and assembled on site. Or do promoters have to be supplied with promotion material? ztv express can organise this in a highly frequented shopping centre and supply them with promotion material.

Holistic fulfilment solutions for promotional products

ztv Logistik also comes into play when more than transport solutions are required. ztv Logistik is synonymous

with individual and holistic logistics solutions. From data processing, incoming goods, warehousing, picking and finishing to worldwide dispatch, ztv Logistik offers the perfect solution for its customers.

PSI dispatch station

Visitors to the PSI Trade Show usually collect a lot of samples and catalogues in order to be informed about the latest and hippest promotional products. Due to the internationality of the trade show, it is obvious that heavy samples and catalogues cannot be taken on board a plane, but must be sent directly to the recipient's desk. After all, this is where they are needed. This is precisely the task of ztv express. When materials collected during the trade show become too heavy, they can also be stored temporarily at the dispatch station.

<



The universal clip

Every product can be advertised in a variety of ways by highlighting the logo, brand or content. DreamPen pens are per se very attractive: colourful, multi-faceted, smooth, frosted, opaque or transparent. But only the imprint makes them a real content bearer and gives them a characteristic expression. The idea of an individualized clip, i.e. the perfect combination of shape, content and function is based on observations of the needs of different social, age and professional groups. In combination with the unlimited range of elegant shapes and imprints, the concept of an individual clip from DreamPen offers almost limitless advertising possibilities.

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



Practically perfect

The practical desk calendar called Quadro Desktop Planner complements the diverse terminic portfolio with a further promotional calendar. With its spacious 4-month view, it is the perfect everyday aid on the desk in the office and at home. The Quadro Desktop Planner offers generous advertising space on the calendar head, on the advertising border and on the entire rear side. It is made of sturdy cardboard, has a slightly extended front, features the well-known red sliding day window and is optionally available with a calendar in German, English or Spanish. Like all terminic promotional calendars, Quadro is produced according to certified quality and sustainability standards.

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 info@terminic.eu • www.terminic.eu
<https://www.psiproductfinder.de/ymy1y2>





Surprisingly different

At first glance, it is a box with a Santa Claus, but when opening it, however, there is a surprise: An Easter bunny is hidden in a part of the package which cannot be seen from the outside. Both are made from delicious German brand chocolate from the company Klett and have a total weight of more than 56 grams. Lots of funny claims that can be deducted from the dissimilar content are possible. This novelty from Jung Bonbonfabrik is now available in the new 2017 Christmas catalogue.

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



Superfruit meets chocolate

Due to their high number of antioxidants and high concentration of vitamins, Superfruits are increasingly conquering the pleasure and sweetness sector. The goji berry belongs to the classics. Covered in chocolate and combined with apple and sweet raspberry, the fine Superfruits convince not only health-conscious people, but also every sweet tooth. This sweet treat called „ValParaíso“ from Ferrero is only available from Kalfany Süße Werbung in the promotional product segment in Advent calendars and promotional sachets. The Advent Calendar fits perfectly on any desk and brings a small portion of pleasure to the working life every day. The sachet may create a moment of pure enjoyment only once, but it can do so anywhere.

PSI 42706 • Kalfany Süße Werbung GmbH & Co KG • Tel +49 7643 801-0
 info@ksw24.com • www.suesse-werbung.de
<https://www.psiproductfinder.de/nty5nt>



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[Der Hauser.] mal aus-
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Tasty treats

According to the experts at Kalfany, the 20-gram Santa Claus from Gubor is a must in any Christmas campaign. To ensure that advertising is prominently displayed, Kalfany Süße Werbung packs the delicious hollow Santa Claus figure into an all-round customisable promotional package with a viewing window over a corner. This is how the lovable, little Christmas ambassador looks from his little window. Fine milk from the Black Forest and 32 per cent UTZ-certified cocoa are contained in the hollow chocolate figure from Gubor. Available from 500 pieces.

PSI 42706 • Kalfany Süße Werbung GmbH & Co KG
Tel +49 7643 8010 • info@ksw24.com • www.ksw24.com
<https://www.psiproductfinder.de/nty5nt>



For the joy of writing

Elegant, sophisticated, ingenious. These are just some of the attributes of the TETHYS from Stilolinea. Its special features: brilliant surfaces with details of chrome-plated metal, silvery housing and a particularly ergonomically shaped grip. TETHYS SILK TOUCH, a combination of a satin surface and chrome-plated metal gives the ballpoint pen a classic and modern look. At the same time, Stilolinea guarantees „Made in Italy“ and „High Class Quality“.

PSI 45328 • Stilolinea Srl • Tel +39 011 2236350
info@stilolinea.it • www.stilolinea.it
<https://www.psiproductfinder.de/mdhjzd>

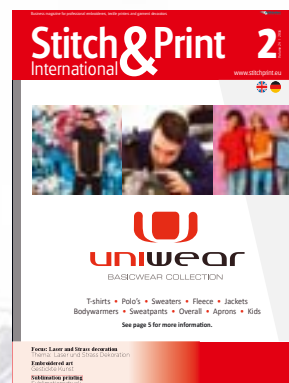
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Advent calendar house

The Advent calendar house from Jung Bonbonfabrik is the perfect place to elate customers and target groups because this is where a special three-dimensional form, lots of design creativity and strong brand chocolate meet. This creates a pre-Christmas message which attracts a great deal of attention on the recipient's desk for 24 days, for example. On each side of the Advent calendar house are 12 doors concealing Ritter Sport Quadretties. With a height of 16 cm and a depth of 15 cm, it is certainly impressive. It can be entirely designed in four colours according to the wishes of the advertiser.

PSI 41545 • Jung Bonbonfabrik GmbH & Co. KG • Tel +49 7042 907-0
 zentrale@jung-europe.de • www.jung-europe.de
<https://www.psiproductfinder.de/mtvknd>



Mmmh – Marshmallows

BelgoSweet has another surprise in store: Marshmallows, printed with the desired logo, individually packaged or in a gift box. Marshmallows were originally made from the roots of the true mallow (*Althaea officinalis*). The Egyptians used the juice of the plant to make treats from it. The Greeks and Romans used the root juice as a medicine to relieve throat pain. Later, candied pieces of marshmallow were used as a remedy for colds.

PSI 49425 • Belgosweet SPRL • Tel +32 2 3515555
 guy@belgosweet.be • www.belgosweet.be
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Whether as a ballpoint pen or inkliner: With its versatile optics, the STABILO compact presents itself as a particularly flexible and adaptable promotional ambassador. It appeals with a pleasant writing feeling thanks to a high-quality jumbo refill and an ink guide system with an 0.7-millimetre steel tip. The rubberised grip zone provides a secure and relaxed hold. The pens can be extended by a plug-on cap. Individual designs are enhanced by high-quality plastic and metal clips. The STABILO compact is available in the six solid colours red, dark blue, apple green, grey, black and white in a minimum order quantity of 1,000 pieces, as well as in pantone versions from a quantity of 5,000 pieces. Space for advertising is provided on the barrel and cap. A special advertising impact and original design can be created with 360° screen printing.

PSI 43287 • Schwan-STABILO • Tel +49 911 5673455
 service@stabilo-promotion.com • www.stabilo-promotion.com
<https://www.psiproductfinder.de/ndm5m2>



Perfect companion for sports and outdoor use

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

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



The highlight of the FIFA World Cup

Beer is one of the most popular drinks in the world and irreplaceable as a beverage when watching football. It seems only reasonable to successfully advertise and sell beer for the upcoming World Cup, whether it be as a promotional product, a trade show gift or an incentive. The Westerwald brewery in Hachenburg offers a variety of ways to stand out among the masses with „beery“ promotional products. Incidentally, the 5-litre beer barrel with an individual customer design is not only the top seller for the World Cup. The barrel offers a huge advertising space for any brand with high-quality all-over direct printing in offset quality. It can be produced from 500 units. The complete quantity does not have to be

taken at once, but can also be filled freshly with Hachenburg beers in partial quantities starting from 50 units in a period of up to 36 months. Deposit-free and with an integrated tap – it does not get any more practical. Various Hachenburg beers are available – in addition to the popular Pils, wheat beer or dark beer can also be bottled.

PSI 49362 • Westerwald - Brauerei H. Schneider GmbH & Co.
KG Tel +49 2662 808-39
s.schorge@hachenburger.de • www.hachenburger.de
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www.torquato.de

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Wir suchen zum schnellstmöglichen Zeitpunkt für unser Büro im Raum Dortmund

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42438	Lediberg GmbH	073
46175	LEUCHTTURM ALBENVERLAG GMBH & CO. KG	097
1423	LIHA-WERBUNG - Max Liebhaber GmbH & Co. KG	098
47814	Lupenmaxx GmbH	067, 095
42020	mbw@Vertriebsges. mbH	071
45974	Multiflower GmbH	051
44367	New Wave GmbH	015
40660	PF Concept Deutschland GmbH	069
49467	PIKey AG	094, 096
46925	Pins & mehr GmbH & Co. KG	061, 094
48248	Prinopa GmbH	094
42332	prodix S.A.	003

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44970	TRIGON Deutschland GmbH (ehemals SEMO Deutschland GmbH)	096
46311	TROIKA Germany GmbH	037
41848	uma Schreibgeräte Ullmann GmbH	103
44281	VICTORINOX AG	001
47555	Vim Solution GmbH	049
49362	Westerwald - Brauerei H. Schneider GmbH & Co. KG	093, 094
47395	ZWILLING J. A. Henckels AG	035

Beilage / Insert (*Teilaufage / partcirculation)

47707	Goprom Handelsgesellschaft mbH	*
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44455	LINOTEX GmbH	*
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11
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01
2018

NEW TRADE SHOW PRODUCTS AT PSI 2018

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Issue

02
2018

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Please don't hesitate to contact the PSI Cross-Media Sales Team at any time for assistance.
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PSI

Distributor Finder in a new edition

On 2 October 2017, the new edition of **PSI Distributor Finder 2017/2018** will be released. The Distributor Finder is a helpful reference guide for suppliers' sales representatives. It shows distributors who are qualified PSI members or even **"TOP 100 Distributors"**. Arranged according to country and postcode, the entries include information on the duration of PSI network membership, company data such as turnover and employees, as well as the services offered by the distributor. The new PSI Distributor Finder complements conclusive **market research figures**, the **focus topic WEEE**, the **winners of the PSI Sustainability Awards** and the **latest Industry Barometer 1/2017**. PSI suppliers can search for and find **new sales partners** more easily and quickly. Distributors of promotional products have the **opportunity to make new contacts**. A real **win-win situation**. We would like to take this opportunity to thank the many distributors who participated in this year's data update (April - August 2017) and by doing so support the network.



PSI Product Research | Ideal creative helpers

The fastest way to find the right promotional product is through PSI Product Research. The competent and experienced team of **Astrid Langenstein (Project Managing Sourcing)** assists PSI members to find the latest promotional products and the appropriate suppliers. The accomplished promotional product expert team is always happy to provide creative ideas, to give advice on specific product requirements and provide information about regulatory changes in the promotional product industry. The advantages of professional product research for PSI members:

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produktrecherche@psi-network.de.



New face in PSI Cross Media sales team



At the beginning of August, Julian Coronato joined the PSI Cross Media team as a sales executive. The 27-year-old bachelor of business administration will primarily advise and look after international customers. Within Germany, he will be a competent contact partner for members from the areas of Berlin, Dresden, Hamburg, Cologne and Nuremberg. Julian Coronato boasts a lot of marketing and sales experience which he has accumulated in his many years of working as a salesman in B2B and B2C. His new task in the promotional product industry is an exciting challenge for him, which he gladly accepts. He is looking forward to interesting contacts and trustworthy cooperation.

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Education 4U



Members meeting of PSI at a large supplier. The room is full. The first pressing issue is the current situation of the industry; presentation of the new PSI Industry Barometer. A question about the current legislation which is already in force is directed at the audience. Who is well-informed, who knows the content? A show of hands, please? No response. The question is repeated. No show of hands. The same situation and the same prevailing circumstances at an industry meeting in Belgium. And the same question. And again, the same result! No response, no show of hands, no idea. The question was also asked in the industry barometer. Now guess what the answer was ...

Questions were raised in the industry report about the CSR reporting requirement because large publicly traded companies have been required to provide standardised and quantifiable information about company ethics, social standards and their environmental profile since the beginning of 2017. The fact that distributors and suppliers still have a clear need for information is not only demonstrated by the experiences at these events.

Do you feel well informed about the CSR reporting requirement which entered into force on 1 January 2017? That was the question. Only 12% of distributors and 18% of suppliers responded with "yes". Conversely, 88% of distributors know little or nothing about the CSR reporting requirement of the EU. There are similar experiences with other regulations.

The background of the EU regulation: The consumer has developed a particular sensitivity towards products and the company behind them, and demands corresponding transparency. The consumer wants to know: How much CSR is in my product? How much sustainability is in the company behind it?

Now you can take the view that as a company in the promotional product industry we are unaffected because the reporting requirement only applies to companies with more than 500 employees. This is where the big HOWEVER comes: Promotional product buyers at the companies and brands covered by the EU CSR reporting requirement want this transparency. Moreover, they must demand it by law. What will you do if he asks you? Remain silent?

Further training is always a hotly contested issue. The popularity of seminars or other training formats is usually rather low. What is the right way? Let me know.

Best regards,

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





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Next summer turns up

Even if the recent warm season left a little to be desired – one thing is certain: Next summer is just around the corner. And summer is a time of increased outdoor activities, whether it be in the refuge of one's own garden or outdoor in the world of nature. For all these topics, we have collected a number of excellent promotionally effective products in the upcoming PSI Journal, which can help every professional promoter or advertiser to draw more attention in their advertising campaigns. In addition to these products, we will be presenting new products in the second thematic group "Fashion, jewellery and watches".

Please give some thought to the product theme of the December 2017 issue with the thematic groups "Brand and design products" as well as "Cosmetics and body care" and send your product presentations (image and text) not later than 13 October 2017 to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de

Trend 2017: Trade show highlight in the third quarter

The setting of this year's Trend was the Rheingoldhalle in the Rhine-land-Palatinate state capital Mainz. Around 120 exhibitors had brought along interesting cutting-edge promotional products to provide promotionally effective incentives to around 1,000 distributors and consultants for their customers. On the day before the trade show, lawyer Dr. Arun Kapoor displayed his enormous industry-specific knowledge in a lecture. At the subsequent evening get-together, networking was on the agenda in a relaxed atmosphere. We will be reporting on this in detail.



Solution found with „Knakke“



Mario Neugärtner, founder and head of NT GmbH in Sömmerda/ Germany, has devised a folding rule with very special capabilities. At first glance, the "Knakke" resembles a conventional folding rule but it can do an extraordinary thing: it can measure the diameter of an object in addition to its length. We will be introducing this clever folding rule and explain how it originated.

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