

PS1 EUROPE

PSI Journal

International Magazine

For Promotional
Products

November 2017

Volume 56



**Julian
Thormählen**

Tradeconthor

Success with digital lifestyle

PSI 2018

Professional and optimally
organised

Product Guide

Summer, garden, outdoor
Fashion, jewellery, watches

Koziol

PSI Members Meeting

NT GmbH

Solution found with Knakke

Textile expertise
for promotional
product professionals

Quality
is not simply
Quality

Invite your industry customers to PSI now and ...

- show your customers the diversity of the promotional products world and demonstrate all the ways to deploy object-based advertising.
- win over your customers with high-quality promotional products and their smart use in the marketing mix.
- create an awareness for promotional products-based marketing campaigns and initiatives, and promote customer loyalty and new business alike.

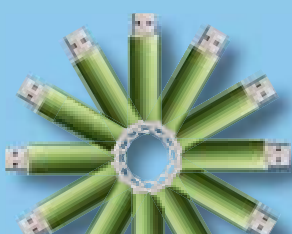
Here's how simple it is:

Step 1: Already have your trade show ticket? If not, order your ticket now by visiting www.psi-messe.com/tickets or have an exhibitor send you an invitation.

Step 2: From 24 hours after you've ordered your ticket, use your PSI log-in information to access www.psi-messe.com/einladung-industrie to retrieve your personal voucher code for inviting your customers.

Step 3: Create your own personalised invitation, or simply use the text template and integrate the PDF with your personal voucher code for your industry customer.

Step 4: Your customers can quickly and conveniently redeem your voucher for a free ticket for 11 January 2018 by visiting the industry customer ticket shop at www.psi-messe.com/industrie.





Visit PSI

together with your
industry customers

on 11 January 2018.

Promo World

➤ PSI

9 – 11 January
Düsseldorf 2018

The Leading European Trade Show
of the Promotional Product Industry

Know how – know what! You should be aware of these facts:

- Industry customers may only access the show on Thursday, 11 January 2018.
- Industry customers can enter through the North Entrance (by Hall 9) or the North-East Entrance (by Hall 12).
- Industry customers will receive red lanyards and red visitor badges bearing the word “industry” along with the company name of the inviting PSI distributor.
- When booking their stands, exhibitors will receive the dMAS scanning app they can use to scan visitor badges. Doing so will reveal whether visitors are industry customers and which distributors invited them.
- PSI distributors may visit www.psi-messe.com/einladung-industrie to check which customers have already redeemed their voucher codes in the ticket shop.
- Exhibitors may only communicate industry prices on 11 January 2018.
- Industry customers can still register onsite using the invitation code provided by their PSI consultant.
- Industry customers will receive the exclusive industry customer magazine *Impact* at the show.

Use the Consultant &

Industry Customer Lounge

in Hall 10

for undisturbed

customer meetings.



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Editorial

“Rules”

There is no game without rules, and also no trade show. That is why the PSI has decided to communicate these “rules” for the trade show in January 2018. On the following pages, you will find what is permitted and what is not. Yes, it is also a description of the position of the PSI Trade Show. What is it, what is it for, what consequences does it have? From time to time, each party, association and company makes such a description of their guidelines. The German Promotional Product Association (GWW) has discussed this for over a year. Many of the suggestions were included in the event guidelines. As one would expect, not all suggestions were included because wishful thinking is often faced with legal constraints.

A key point is that the PSI Trade Show is entirely scrutinised, including the number of visitors and exhibitors. This is ensured by the voluntary self-control (www.fkm.de) of all major trade show companies. And at PSI, all visitors and exhibitors are checked to ensure that they are entrepreneurs and companies in the promotional product industry. This is also unique in this form. Only PSI distributors are allowed to invite their industry customers to visit on the third day of the trade show. The aim is to showcase this impressive promotion trade show, its outstanding products, its finishing methods and application examples to those who decide how our products are used. Those who decide whether budgets are spent on billboard advertising, television or radio advertising, online advertising or on direct mailings. Together, exhibitors and distributors must convince these customers of the benefits of promotional products, and even inspire them.

Logically there must be some rules. Exhibiting companies have to do what they are expected to do at the trade show, namely to explain their products – and only that. Doing business is the responsibility of the distributor who shows his customers this wonderful advertising world. Many trade shows demonstrate that this concept works successfully. It was new to the PSI in 2017. After many discussions with visitors and exhibitors, all sorts of adjustments had to be made. It is rare that something new cannot be improved.

The event guidelines of the PSI 2018 formulate the rules for the upcoming trade show and everyone is called upon to abide by them – especially on the third day. This is always the case for those who want to enjoy success together. No game without rules, and also no trade show – pages 2 and 3.

With this in mind

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Excerpt* from the PSI 2018 regulations

Notes on PSI 2018

- The PSI Show in Düsseldorf is the leading trade show of the European promotional products industry. All market participants meet at the beginning of each year to present innovations, exchange ideas, attend professionalisation events and advance the industry. The PSI Show shapes the image of the promotional products industry.
- The PSI Show is open to trade visitors for three days. Show visitors are consulting distributors, who receive appropriately discounted products from suppliers which they then finish with promotional messages and resell with a corresponding profit margin to industry customers. For that reason, it is imperative to ensure that appropriate discounts are offered to promotional products distributors at the show.
- PSI is committed to sustainability regulations, especially concerning economic and social responsibility. These are promoted by the PSI Sustainability Awards, among other things. Compliance with these regulations shapes the image of the promotional products industry.
- The PSI Show is a FKM-certified trade show. That means the communicated visitor and exhibitor numbers are verified by the German Society for the Voluntary Control of Fair and Exhibition Statistics (www.fkm.de) and transparent.
- An exhibitor council and a distributor council exist to facilitate feedback and the further development of the PSI Show. Anyone interested in contributing should contact show management.

Rules for distributors

- The trade show has 3 distributor days. Distributors are only permitted to invite their industry customers on the third day.

* Furthermore, Reed Exhibitions Deutschland GmbH's General Terms and Conditions shall also apply.

- Only PSI members will be able to access the show via the VIP rapid-access entrances.
- Exhibiting distributors will not roam the hallways in order to steal customers from their competitors.

Rules for exhibitors

- Using the dMAS system to scan industry customers is mandatory on the third show day. The system facilitates a smooth quote request and preparation process. Exhibitors make follow-up work after the show much easier for their distributor.
- Exhibitors will use price lists for their products. Due to the strong fragmentation of the buyer groups targeted by suppliers, communicating gross pricing is generally the only sensible way to go. Gross pricing lists must be available and used on all PSI Show days. This applies all the more when industry customers visit a stand.
- The trade show ends at 6:00 pm on 11 January 2018. By agreeing to the General Terms and Conditions, each exhibitor commits not to clear, let alone dismantle, the stand even a minute sooner. Any violations will require the payment of a penalty for breach of contract.

Reporting irregularities and violations

- Should you see any plagiarised products or products violating current laws at the trade show, please report them to show management immediately. We will have a lawyer as well as customs officials onsite.
- PSI is a closed trade show. Anyone gaining access by devious means will be reported to local law enforcement immediately and prosecuted accordingly.



Textile expertise for promotional product professionals 28

Good quality, poor quality: surely no one can claim to have never made this assessment. Everyone talks about quality and has an opinion on it. But what does quality actually mean? We decided to get to the bottom of this question by taking an in-depth look at promotional textiles

Trend 2017: Trade show highlight with bustling activity 62

After the PSI, the "Trend", with its 31st edition, is one of the most traditional and popular promotional product events in the industry. The Rheingoldhalle convention centre in Mainz, the state capital of Rhineland-Palatinate, was the venue for this year's trade show highlight.



PSI Members Meeting at Koziol 66

Exciting insights into a top company, constructive discussions and up-to-date information from PSI – the PSI members meeting at Koziol was a varied event which was obviously enjoyed by all the participants. A win for everyone who was there.



Tradeconthor: Success with digital lifestyle 80

The industry continues to develop. This is especially evident for the numerous young, innovative companies that have enriched the spectrum of PSI with new ideas and approaches for several years.

This includes the start-up company Tradeconthor which recently became a member of the PSI network and will be exhibiting at the upcoming PSI Trade Show for the first time.



HIP TREND

OR URBAN REVIVAL?

What previous generations already knew ...

If you look back in the history books more than two centuries ago, you will find examples of gardening in cities. This was due not least to a lack of transport. Carts and horse carriages alone were not sufficient to supply the ever-growing urban population with food from afar. In Paris at the end of the 19th century, 8,500 self-employed gardeners cultivated approximately 1,400 hectares in the gardens of Le Marais, one sixth of the city's area. Their annual yield: 100,000 tons of food (fruit and vegetables) for the then 1.1 million inhabitants of the Seine metropolis. (cf. www.welt.de: "How urban gardening helps in underprivileged districts").

In the ranking list of Trends 2017, "urban gardening" is at the very top. In fact, more and more people are finding pleasure when gardening in the city. What is readily considered to be a hype, however, is by no means a hip idea of the 21st century, but rather a return to an old form of self-sufficiency.



MANUKAU garden tools set
REFLECTS GmbH
www.reflects.de
PSI 42487



A ball of nature
Die Stadtgärtner
www.diestadtgaertner.de
PSI 49090



Chocolate gardener pack

MemorySweets GmbH
www.memorysweets.com
PSI 49727



"Urban gardening" may sometimes be spatially limited, but certainly not in terms of fantasy. There is always enough space for a walnut-sized ball of earth, clay and various seeds to enjoy flora. Certainly with the right garden tools set. In addition, gardening can also be sweetened in other ways.



BIO-BAUMWOLLE!

daiber

The trend towards the trend

The fact that trends are in vogue is a development of the last decade of the 20th century. According to the Zukunftsinstitut, what was once limited to "a shadowy existence" has become more inflationary and has long since led "a hectic verbal life of its own". Modern trend and future research has a much more differentiated view and works with a staggered system of trends. These include megatrends, i.e. long-term developments which characterize all areas of society and the economy.



Megatrend: Fragmentation

The Society for Innovative Market Research (GIM) in Heidelberg has ascertained five megatrends in its "Values & Visions 2030" study. One of these megatrends is fragmentation. According to the market researchers, this shows the way into an unimaginably diverse future with countless societies and sub-societies. This fragmentation, which can be used by the individual to be able to express his own personality more freely, can also be overwhelming, particularly when it becomes difficult to develop a completely experienced identity. The Heidelberg market researchers speak of the "patchwork self". The individual becomes the "dividual".

**Trends, visions
or preferably
something
individual?
Individuality can
sometimes be
very small and at
the same time
very creative.**

Individual puzzle card

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The PSI teams are still working on several details but the concept of the largest and most important European promotional product trade show is already in place. The PSI 2018 will offer both new and proven products and services, a lot of information, inspiration and professional service for all participants. You will find the topic 'trade show' on numerous pages of this issue.

Concise information about the PSI 2018

Professional and optimally organised

Last year, PSI took the important step to allow the users of promotional products, i.e. industry customers, to attend the trade show on the third day. However, only distributors who are also PSI members have the privilege to invite their customers to the PSI. The desire of many exhibitors and distributors to show the entire value chain at the leading European trade show for promotional products on at least one day is a contemporary adaptation to the concept of this traditional event. This means that the now 56-year "old" PSI has adapted itself to the requirements of modern promotional product business.

Industry Customer Day as a top theme

Over the course of the year, PSI has dealt intensively with the questions, suggestions and criticism of the trade show participants with regard to the Industry Customer Day: the legal and organisational aspects had to be clarified and the feasibility of the wishes had to be examined. A solution was found for many people, albeit not for everything. The road to this target was made transparent and communicated in detail to the GWW. The results have been incorporated into rules, without which a large-scale event cannot be professionally organised. Please read the main points on pages 2 and 3. The editorial and the commentary by Michael Freter on page 114 also address the topic of Industry Customer Day.

Ticket registration made easy

How exhibitors can invite their distributors and they, in turn, their industry customers is clearly presented on page 10. There is also a transparent procedure for ticket registration which is very easy to implement online.

dMAS ensures transparency

The fact that the systematic use of the dMAS system can support the smooth running of the Industry Customer Day was already apparent at last year's PSI. This year, distributors will also benefit more from the system – with the aim of making the interests and activities of industry customers more transparent. That is why we have once again summarised the advantages of this system on pages 12/13 of this issue. In addition, users report on the benefits of dMAS from their point of view.

FAQs: Everything you should know

The FAQs on the website <https://www.psi-messe.com/de/Home/FAQ-Besucher> or /FAQ-Aussteller provide a well-structured overview of all topics and questions that arise from the Industry Customer Day. Absolutely worth reading for everyone who wants to know more about the organisation of the trade show. But ultimately it is up to the trade show participants to create a professional environment in which lucrative business can be done.

8

O

Orders

49

In

Internationality

ACQUISITION FACTOR

German trade fairs. Where the chemistry's just right.
And international contacts become concrete orders. Start now:



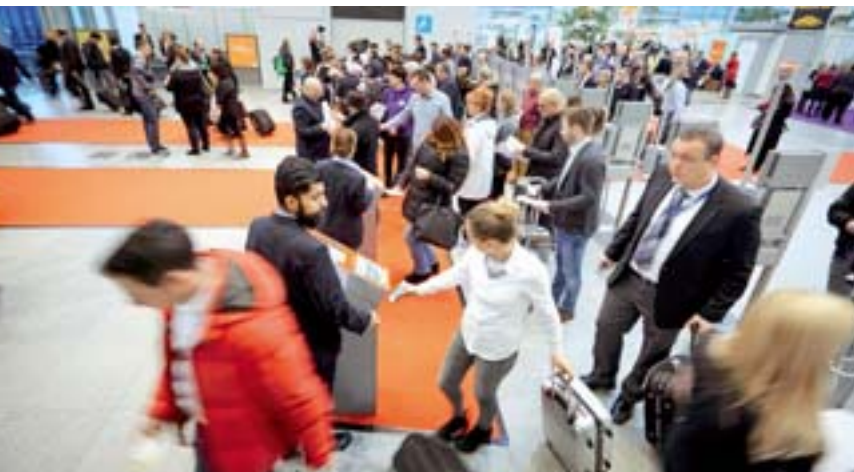
ERFOLG
DURCH
MESSEN
.DE

Register now and
invite industry
customers

18,094 visitors at the PSI 2017 marked a new record. Even after more than five decades, the leading European trade show for promotional products has lost none of its appeal. On the contrary. Industry customers had access to the PSI for the first time on the final day. But who is coming to the PSI 2018 and with which ticket?

Ticket registration for visitors

The correct way to access PSI



Many paths lead to the industry highlight of the year. The essential thing, however, remains ticket registration – for promotional product distributors and industry customers. In 2018, industry customers can only visit the PSI when they are invited by PSI distributors registered as visitors. In turn, they can obtain a free voucher for themselves from their suppliers who are exhibiting at the PSI 2018. Important for exhibitors: A promotional product distributor must be a PSI member in order to redeem a voucher.

For distributor customers who are not yet a PSI member, there are two possibilities:

> **They become a PSI member** and will be able to visit the PSI 2018 free of charge on the invitation of an exhibitor via a voucher code.

> **They dispense with PSI membership** and purchase a regular trade show ticket (in advance from 1 November 2017 for 67 euros, at the trade show for 77 euros).

PSI members get access to the PSI 2018

- > free of charge by **invitation** via a voucher code.
- > by purchasing a **ticket** if they do not have an invitation (from 1.11.2017: 67 euros, at the trade show: 77 euros).

The existing PSI login data can be used for ticket registration in the ticket shop.

Non-members will be given access to the PSI 2018 if they ...

- > **take out membership** from 99 euros. This will give them two free tickets and they can also use their invitation free of charge.
- > **Tickets for 77 euros each.**
 - If these distributor customers are verified in the PSI directory, they must have their account activated to be able to buy tickets in the ticket shop. The existing login data can be used.
 - If they have not yet been registered in the PSI directory, they must register themselves and verify their identity as promotional product distributors. They will then receive access to the ticket shop through the PSI login data.

Registration is a must

If distributor customers dispense with PSI membership, they cannot be invited by exhibitors free of charge via a voucher code. Industry customers are only allowed to visit the PSI at the invitation of their promotional product distributors. Therefore, all promotional product distributors should take care of their own ticket and registration as soon as possible in order to be able to invite their industry customers. <

The ticket shop will be open to industry customers from 2 November.

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The PSI 2018 will also be opening its doors for industry customers on the last day. What is new is that thanks to lead management, distributors can gain a complete overview of the activities of their invited customers. dMAS, the digital trade show inquiry system for the promotional product market in D-A-CH, has extended its lead-tracking offering to provide greater transparency.

Overview of activities of industry customers

dMAS ensures transparency

PSI 2018



The Austrian company dMAS GmbH, itself a PSI member, has been the partner for lead tracking since the PSI 2017. Last year, the focus was on collecting data of the classic visitor target group of the PSI: the

promotional product distributors and consultants. The PSI network will also be using the dMAS tools for the upcoming trade show. Each exhibitor will receive as many licence/access data for the visitor data recording app as he wishes when booking his stand. dMAS is available as a free download from the PSI Online Service Center (OSC) or the Apple App Store or Google Play Store. The app can be used as a web-based version on a laptop/PC and as an app on iOS (from version 8.0) and Android (from version 5.0) devices. For the Industry Customer Day on Thursday 11 January 2018, promotional product distributors and consultants can also use lead tracking to gain an overview of the activities of their invited customers at the trade show.

Advantages for exhibitors and promotional product distributors and consultants in detail:

➤ The system automatically recognises whether a visitor is a distributor or an industry customer by means of

the data entered during the registration or by means of the type of registration. Tickets for industry customers are also specially labelled and highlighted in colour. The exhibitor will only be given the company name and personal names of the industry customer, as well as the entire contact details of the inviting distributor. As usual, order processing will be carried out solely by the distributor.

➤ New for the PSI 2018: With their dMAS login, promotional product distributors and consultants (for a one-off payment of 149 euros for the duration of the PSI 2018, except when booking a consultant spot where the licence costs are already included) will receive a complete overview of the activities of their invited industry customers at the PSI 2018. They can be informed (free of charge via e-mail, optionally by SMS) when their customer enters the trade show, or see all inquiries made by their customer with exhibitors during the trade show.

➤ After the trade show, the inviting PSI promotional product distributor/consultant will receive an overview of the stands at which their industry customers were scanned by the exhibitor. During his follow-up work after the trade show, the distributor can then ask the exhibitor what his industry customer had inquired about.

➤ Exhibitors can answer questions by means of notes or offers and forward them to the promotional product distributors and consultants. A mouse click is all it takes to forward the completed industry customer offer to their industry customers.

➤ If desired, the PSI can lease additional rental tablets (Android) to exhibitors. In addition to collecting visitor data, the exhibitor can store his products in the system (with prices, finishing options, variants, quantities, specifications, sample requests, personal notes, etc.). In this way, inquiries can be managed directly and offers can be sent from the tool to the distributor.

A proven tool

The digital trade show inquiry system dMAS has already been used at a lot of regional and in-house trade shows. dMAS knows the needs of the industry based on best practice. The system is also familiar to many PSI members and has stood the test – as the following statements prove. In terms of transparency, more efficient offer processing and, above all, tracking, promotional product distributors and consultants rely on the strengths of dMAS.



Daniel Meffert,
S&P Werbeartikel

The PSI has obviously learned from the Industry Day premiere. The most important functions of the dMAS tool are now finally being made avail-

able to distributors, something which we have found very helpful from our in-house trade show and have missed so far at the PSI. This makes customer support on site more professional and makes the follow-up work after the PSI Industry Customer Day much easier, especially when the tool is fully usable. This leads to a professionalisation in customers' perception, which we want to generate through their visit. However, it is crucial that exhibitors use the dMAS tool intensively for inquiries at the PSI Trade Show. Otherwise, inquiries do not find their way to the industry customer and therefore do not generate any sales. The use of dMAS is an extremely beneficial programme for PSI exhibitors to increase sales opportunities.



Ilona Bosch-Holzeis,
Mitraco GmbH

Our experience so far with dMAS has been overwhelmingly positive. It is a practical tool which allows us to maintain an overview even at

large trade shows visited by several hundred customers of ours. At any time, we can trace which customer is registered, which customer was actually at the trade show and what he was actually interested in. Our salespeople greatly appreciate the simple, quick submission of offers by dMAS after such an event and our customers feel they have been perfectly looked after because of the short response time! We also rely on dMAS at smaller events, such as our annual in-house trade show.



Karin Jagersberger,
kolibri GmbH

We have been using dMAS at our in-house trade show for several years

and have been able to shorten the processing times considerably. In addition, processing customer inquiries by using dMAS requires less effort and time. This is why our customers receive their offers much faster and are more satisfied than before. Another advantage for us is that we have a better overview because visits, inquiries and processes are easier to retrace. Overall, this is therefore a very good decision which we always look forward to. With dMAS at the PSI, we expect to have precisely those advantages that we enjoy at our own in-house trade shows – a better overview, simpler and thus faster processing. Above all, we are hoping that full access will lead to a notable improvement compared to last year's situation. Our customers were very dissatisfied with the processing of offers after the PSI 2017 – which hopefully will change in 2018.

Nicole Brandenburger,
Plan Concept GmbH

Our company's experience with the dMAS system has been overwhelmingly positive, and we will be using the system for the third time at our trade show in Essen. All employees are satisfied with the registration of customers, offer processing by the exhibitors as well as the submission of offers by us. Should a problem arise, Clemens Stübler and his expert team are always at our disposal. We hope that processing and follow-up work will be more efficient than last year because there were several teething problems. By offering full access, however, all the products inquired about by industry customers and their 'ports of call' can easily be retraced. We recommend that all exhibitors and distributors use the system at the PSI to keep track of the activities of industry customers and to be able to use them optimally.

Five

decisive R factors have been identified by the Consumer Study 2016 of PPAI* for the success of a promotional product: Reach, Recall, Resonance, Reaction, Relativity.

A quarter

of the men surveyed (23 per cent) can imagine keeping a promotional product for eleven years and longer. For 22 per cent of the women, up to ten years is conceivable.

1st place

went intergenerationally (millennials, generation X, baby boomers, silent generation) **to the promotional product** for the most effective advertising channel. Opinions differed for places 2 to 5.

Eight out of ten

consumers said they had shown interest in a brand after receiving a promotional product from the brand.

83

per cent of the respondents indicated that they remember at least one brand from

which they received a promotional product (unaided survey). At least a quarter could even recall the advertising message on the product.

3 out of 4

respondents (71 per cent) were "happy" to receive a promotional product. When asked why one keeps a promotional product, 85 per cent replied, "because it is useful". This puts functionality way ahead of entertainment (44 per cent) and design (43 per cent).

* All figures on this page are taken from the PPAI 2016 Consumer Study.

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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www.fkm.de



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.



*Top quality. Smaller quantities.
The fastest delivery times.
Business 4.0.*



Fritz Haasen
Kalfany Süße Werbung

21

Those are the themes for 2018 ... and we are your partner! For over 35 years, we've made the industry a little bit sweeter with excellent products from our certified in-house production and powerful branded products. That's how we became one of the pioneering suppliers of customisable sweets and an expert in marketing them with an eye on the future. WE are SWEET ADVERTISING, and effective advertising is delicious!



*ne contact –
a number of solutions.
Just think of DOYUK.*

Engin Doyuk
Doyuk Promotional Products



22

Being a professional one-stop shop: With DOYUK, this expression has taken a new significance. It is not only our wide product range with promotional USB memory sticks, promotional pens, promotional powerbanks, in-car chargers and other charging cables, but also our fast customer service as well as our complimentary printing service that turns DOYUK into one professional contact for many concerns.



*P*assion, Quality, Innovation. That's ATLANTIS.



Alessandro Colle Tiz
MASTER Italia SpA

23

Creativity and attention to details in products. Quality and safety of materials used. Continuous research to innovate products and services. These are the pillars on which MASTER Italia and its brand ATLANTIS base. Twenty years of great success and a core business which is also a vocation: the hat in all its shapes combining comfort with a touch of authentic originality.



*When it comes to bags,
we lead the way – with
more than 170 stock products and
new ones added each year.*

Peter Leseberg
HALFAR®



24

Strong bags – that's what we're all about. HALFAR® has been designing, producing, finishing and distributing bags and backpacks for over 30 years. Successful promotional products or tailor-made problem solvers: we offer both, and we do it with exceptional quality, creativity, selection, sustainability and innovation – our impressive PSI FIRST product proves it.



*We stand for creative
measuring instruments
on the highest level.
And that's a claim we'll measure up to.*



Axel Dostmann
TFA Dostmann

25

TFA Dostmann lives for measuring instruments. For over 50 years, new ideas, in-house innovative technologies and exclusive designs have made us into one of the industry's leading companies in Europe. The heart of our company beats in our own production, which fuses ultra-modern manufacturing technology with traditional craftsmanship. The result: a strong assortment, numerous patents and a PSI FIRST product with that certain WOW factor.



*It is often the small things
that make the difference.
We turn a lot of small pieces
into a big success.*

Can Iskender
GOLD PUZZLE COLLECTION



26

For more than one decade now, we offer all kinds of top quality jigsaw puzzles and memory games for promotional use, exporting them to more than 25 countries. No matter what you are looking for: promotional puzzles, blank jigsaw puzzles for UV or sublimation heat transfer, photopuzzles, magnet puzzles of any size or memory games. Our motto: first-class small parts for our customers' big success.



A **fully realised product
for everyday use with
more than one strength.
Gallas Creations makes it possible.**



Yves Gallas
Gallas Creations

27

All product ideas of Gallas Creations follow a simple but very ambitious approach: They want to make the customers' lives easier. Gallas Creations are inventions with that certain something. Although being very extraordinary our products comply with the requirement to withstand as daily-use accessoires. So does Gallas Creations' PSI FIRST product. Come to PSI 2018, look and see.



*We are never satisfied
with existing standards.
We are constantly looking for new ideas.
We think out of the box. We are questioning.*

Adam Matuschek
WERA WERK



28

Being different and thinking out of the box. This also makes a decisive difference for screwdrivers. Which is why we at Wera develop tools that turn the tried-and-tested upside down. This is why brains are always key for us – to work out solutions for our customers and to invent new tools. We love innovations, after all. So there is no doubt of us being part of PSI FIRST.



B

ack to Basics ...



Maurice Voerman
POWERCUBES

29

With all certifications and awards (TÜV, DEKRA, BSCI, Red Dot Design Award, Recommended sustainable product 2017 by PSI etc.) in hand, we develop innovative high quality electronics with a different standard. With a new vision we scan the origin of products and improve flexibility, efficiency and ergonomics in a fresh Dutch design. Since our products are used dailey, Power-branding is guaranteed. Let us surprise you with our PSI FIRST product.



*Handy. Stylish.
Innovative.*

*Perfection can be so easy
and convincing.*

Manuel Ferrai
Loop Nation



30

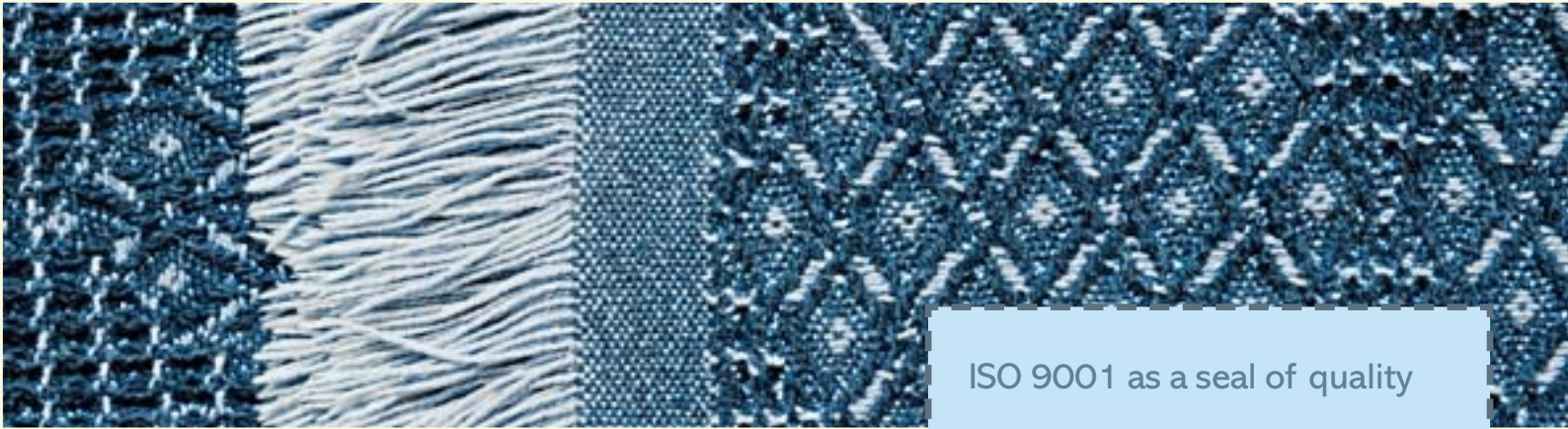
Everyday urban life, travelling or hiking: those looking for a pleasant companion for adventures big and small cannot ignore Loop Nation. We supply equipment with a difference and that certain something – in a high-quality, modern, stylish design with the highest flexibility possible. In brief: to perfection. Come and become part of the Loop Nation movement.



Quality is not simply QUALITY

TEXTILE EXPERTISE FOR PROMOTIONAL PRODUCT PROFESSIONALS

Good quality, poor quality: surely no one can claim to have never made this assessment. Everyone talks about quality and has an opinion on it. But what does quality actually mean? We decided to get to the bottom of this question by taking an in-depth look at promotional textiles.



he origin of the term quality comes from the Latin “Qualitas” which means “texture”. Texture, in turn, encompasses the totality of the characteristics or the features and the characteristic values of an entity. The entity may be a product, for example a T-shirt, but also a service, system or other item. Values, on the other hand, are considered to be desirable or well-regarded properties. But what exactly is desirable or well-regarded? As the saying goes, “one man’s meat is another man’s poison.” In a nutshell, this idiom precisely shows that THE quality does not exist.

Quality has many faces

Everyone defines quality differently because everyone has different perceptions and places different requirements on the so-called entity. The decisive factor is therefore that the respective requirements are fulfilled. As a definition of quality, one often hears the following: “Quality is when the customer returns and not the product.” And the customer usually returns when he is satisfied because his requirements have been met. In other words, when he has received quality. In the age of quality management and the increasing certification of companies according to the ISO 9001 standard, there is, of course, an official definition of the term quality. In the ISO 9000 standard, which describes all the fundamentals and vocabulary related to the topic of quality in general, “Quality is the degree to which a set of inherent features meets requirements.” This description is supplemented by “The designation quality can be combined with adjectives such as poor, good or excellent.” It also explains that “inherent, in contrast to attributed to an entity, means intrinsic, in particular as a permanent feature.”

Measurable characteristics

This may take some getting used to at first, but it means that a product has certain characteristics which are clearly attributed to it and can be judged objectively, i.e. they are measurable. Seen from this angle, this can be quite a lot of characteristics, such as in the case of a T-shirt used for advertising purposes. Some of these are so to say standard specifications in the product description, such as the structure of a material, the composition of a material (this

ISO 9001 as a seal of quality

ISO 9001 specifies the minimum requirements for a quality management system that an organisation (such as a company) has to meet in order to provide products and/or services that meet the relevant customer expectations as well as any regulatory requirements. It also serves a continuous improvement process of the management system.

is even required by law) and the grammage. Using a T-shirt as an example: single jersey, 100 % cotton, 180 g/m². This gives the customer a rough idea of the quality of the product. He will soon find out, however, that there are a large number of T-shirts that are described in the same way and an equally large price range.

Expensive is not necessarily good

Common opinion often prevails that with certain products you pay for the name. This is certainly true. The marketing of branded products in particular, such as clothing from the fashion industry, often accounts for 25 % of the purchase price. However, the lion’s share of the price is the profit and the cost of the retail trade, which is often 50 per cent or more. 75 per cent of the costs are thus already



>> covered. In this calculation example, a further 25 per cent remains for the production and transport, materials included of course. The proportion of the purchase price for the so-called quality-relevant characteristics therefore accounts for a relatively small share of the total price for textiles from the fashion industry. Expensive brand clothing is therefore not necessarily better than cheaper no-name products.

Pricing of promotional textiles

Pricing of promotional textiles, however, differs from the pricing of textiles in the fashion sector. Not least because



the distribution channels as well as the profit margins are structured differently. The unenhanced promo-

Dipl.-Ing. Birgit Jussen is the head of "Quality Matters – Advice for Sewing Technology & Quality". The company offers practical support for the entire textile chain through advice, reports and training. Furthermore, she supports marketing for the professional presentation of textile products. She specialises in promotional clothing, uniforms and workwear, including the professional care of such products.
kontakt@birgitjussen.de

tional textile is, for example, usually not sold in retail stores, which means that a cost factor has already been significantly reduced. In general, a promotional T-shirt is usually much cheaper than a fashionable T-shirt, which is offered to the end user in the store – regardless of the quality. The proportional overall distribution of the costs is thus "shifted" so that the cost of the materials used accounts for a much higher percentage.

Large quality and price range

What does that mean? When it comes to the price differences of promotional textiles, we need to take a closer look. That does not mean, however, that the principle of "the more expensive it is, the better it is" applies here. Rather, it is intended to raise awareness that other quali-

tative characteristics could influence the price. There are other aspects, for example, that go beyond single jersey, 100 % cotton, 180 g/m² and distinguish the quality of a T-shirt. Not all products of this category are comparable, even though we quickly tend to believe so. The quality of the cotton, the spinning process of the yarn, the thickness of the yarn, a variety of fastnesses (e.g. light, colour, etc.), the dimensional change after washing, all these characteristics can differ significantly. The quality of a simple T-shirt can differ greatly and consequently also the price.

Intended purpose important for consultant

For promotional product consultants, it is therefore crucial to know which requirements the textile should meet. These result mainly from the usage. The distributor should therefore ask the customer where and how the respective items are to be used. It is only with this information that he can advise the customer and make an appropriate purchase decision. For example, a T-shirt for one-time usage in a promotional campaign must meet lower requirements than a T-shirt that is used as team clothing for marketing purposes and has to withstand multiple washing and drying cycles. If there is clarity about the necessary requirements for a product and its degree of fulfilment or non-fulfilment, the price differences can be easily justified. The product with the best price/performance ratio can thus be found more easily if more knowledge about the quality of the goods (i.e. the measurable, objective characteristics) are available and understood. And there is much more to report on these objective quality features. Undoubtedly, the subjective impression is a further reason for deciding whether a product is purchased or not. It is shaped, among other things, by the design and in this respect by tastes which, as we all know, differ greatly and are not measurable.

Professional textile seminars

As a cooperation partner of the Academy for Textile Finishing (Akatex), the PSI is inviting interested exhibitors to the introductory seminar on the "Knowledge of Textiles" in Overath (near Cologne) on 3 March 2018. In the one-day seminar, the speaker Birgit Jussen will explain the textile production chain and provide basic knowledge about fibres, fabrics and finishing. Information about this event as well as other seminars can be found at: **www.aka-tex.de**. <

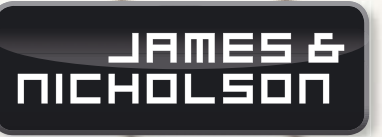


Information about the seminar programme:

Aka Merch & Textil GmbH

Stefan Roller-Aßfalg · Telephone +49 (0) 221 8456 7407

stefan@aka-tex.de · www.aka-tex.de



BIO-BAUMWOLLE!

daiber



Summer is a time of increased **outdoor activities**, whether it be the refuge of one's own **garden** or the free world of **nature** outdoor. We have collected all sorts of fine, promotionally **effective products** for all these topics.

Well chilled for on the go

The cooling bag from Giving Europe is not only popular when camping, but also on the beach or on a trip: it also keeps fish fresh longer when shopping and boasts additional functions. The functional and easy-to-clean plastic lid contains two cup holders and a colour-matching separate fabric lid for the refrigerated compartment. The bag is available in red, cobalt blue and light green. Advertising can, of course, be applied using screen or pad printing.



PSI 45737 • Giving Europe B.V.
Tel +31 344 640500
contact@givingeurope.com
www.givingeurope.com
<https://www.psiproductfinder.de/nda1nt>

Strong light from above

The especially strong N-m 408 COB headlamp from Nestler-matho is a real all-rounder for every occasion. With its adjustable angle of inclination and three functions, it covers most common applications. The luminosity can be set to 100 or 50 per cent as well as a flashing mode. With a power of three watts and a light intensity of 180 lumens, the lamp offers a wide field of application. Advertising can be applied using printing.



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



3555 Merry Elegance



Ihr Motiv
als Lasergravur



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*Leckerer Inhalt
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Tel: +49 (0)69 254 271 27
E-Mail: verkauf@chocolissimo.de
www.chocolissimo.de



PSI 47678 • Paul Stricker, SA
Tel +351 231 209980
info@stricker-europe.com
www.stricker-europe.com
<https://www.psiproductfinder.de/mge4ot>

Comfort for cold days

An accessory that makes every cold winter day cosier. Paul Stricker presents its cosy blanket made of 250-gramme polar fleece. The soft, cosy material offers a particularly large print area and at 1600 x 1300 millimetres in size it is also adequately dimensioned for large users. The silver ribbon contrasting with the blue of the blanket makes this offer a real eye-catcher.



PSI 48720 • Strimaxx & Friends GmbH
Tel +49 40 73926680
unagel@strimaxx.de • www.strimaxx.de
<https://www.psiproductfinder.de/mti2mg>

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Promo World

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Reed Exhibitions www.psi-messe.com

Well protected outdoors

Strimaxx & Friends offers quality umbrellas in all designs and price ranges for rainy days. The large selection of colours for the compact entry-level systems is just as convincing as the expert advice and the perfect implementation of advertising using the latest technology of the in-house screen printing shop. Whether it be the single-hand closure technology of the "Klapp-Maxx", the ultra-slim "Kleine Maxx" for the jacket pocket or the transparent "Retro Maxx" – the right choice is available for any application.

Dental floss to go

Extra flat mailing product

dentOcard®



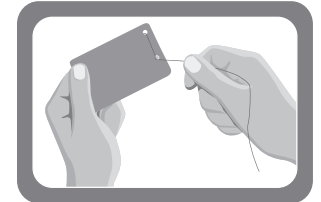
4c borderless
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perfect for a mailing-drive
only 2 mm thick

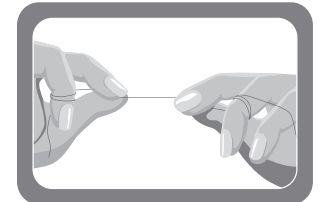


Dental floss

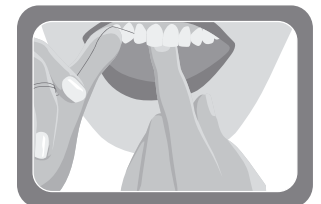
Integrated
cutting knife



Dental floss dispenser
with safety cutter



10 m waxed dental floss
with mint-flavour



Hygienic cleaning



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www.lipcare.de



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 Tel +49 9341 8953131
 info@fitness-wohlbefinden.de
 www.fitness-wohlbefinden.de
<https://www.psiproductfinder.de/mwjkt>

Great fitness roll

Laura-Fit's massage roll maintains and enhances the elasticity of the body and personal performance. The practical fitness device also regulates incorrect loads and counteracts postural damage. According to the manufacturer's instructions, it compensates and avoids overload symptoms in sports, regenerates muscles and increases blood flow. The massage roll is 30 centimetres long and is offered in blue with a Reach certificate. It can also be customised by using screen printing or stickers.



Romantic picnic rendezvous

Free at last, the sun is shining: Now is the time to let your mind go and plan a romantic picnic for two. The picnic backpack from team-d is made of robust 600D polyester with a padded cooler compartment and detachable bottle pocket, and can stow the contents for a picnic for two. Plastic plates and glasses, cutlery, a tablecloth and cloth napkins are also included. A couple can thus take along their own private restaurant: Bon appetit and a successful rendezvous!

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



Rain protection for all weather

With the protective clothing from Samoa Regenponchos, outdoor activists stay dry during every rainfall. The range includes rain ponchos made of polyester, nylon and ripstop nylon with PU coating. With this coating, a water column of up to 10000 mm can be achieved, depending on the application and budget. They are not only waterproof but also sturdy, tearproof, washable and reusable. All materials are individually customisable in terms of design, workmanship, colour and printing in a special production.



CLASSIC CHOCOLATE ADVENT CALENDAR

- approx. 346 x 248 x 10 mm
- 24 X-mas chocolate shapes



CRUNCHY ADVENT CALENDAR

- approx. 203 x 137 x 20 mm
- 24 crunchy chocolate whole-grain balls



Sweet advertising impact!



Süße Werbung
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PSI 41369 • elasto form KG
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mail@elasto-form.de • www.elasto-form.de
<https://www.psiproductfinder.de/ywizmm>

Nobody is left in the rain

Regardless of whether it is an open-air concert, a city festival or public screening – a rain shower can quickly dampen the mood. The small, space-saving “Bowl” rain poncho from elasto solves this problem because it protects effectively and reliably. It can be put on within a few seconds and does not block anyone’s view of the stage or screen. The “Bowl” is always at the ready in the screwable plastic ball with snap hooks and is easy to stow away. The ball can be finished by using screen printing.

For cool summer nights

Who doesn’t love them? Long summer days outside in the sun. But even the evening is often spent outdoors – especially during cool summer nights, fleece blankets from Klam Marketing ensure a cosy atmosphere. And this is exactly where the advertising message comes to the fore: How about individually embroidered blankets that look not only warm but also good? The specialists at Klam are happy to help you plan and implement individual customer requirements.



PSI 49110 • KLAM MARKETING
Tel +49 7129 928690
info@klam.de • www.klam.org
<https://www.psiproductfinder.de/otvlnz>



Present wherever one goes

Rain boots, bathing sandals or thongs with advertising applied are the speciality at Schuh-Depot Bockstiegel. Until now, it has been difficult to obtain such individualised footwear in small quantities. However, the company from East Friesland is now offering its extensive range in this market niche. “It is surprising how ideally suitable a rain boot is as an advertising vehicle because the printable surface is larger than many other things of daily use,” says the supplier.

PSI 47439 • Schuh-Depot Bockstiegel
Tel +49 4941 967200
info@schuhdepot.de • www.schuhdepot.de
<https://www.psiproductfinder.de/mjdin2>



Hot and cold

With the innovative Golchi 2-in-1 bottle, SDI Geschenke offers the most versatile and individual bottle in the world. It can transport two drinks at the same time, independently of each other, hot or cold, and also offers a lot of other creative features for the user. The Golchi bottle is also vacuum-insulated and has temperature markers. It can be divided into two separate bottles and provides a third compartment for powder, tablets, sweets or the like. Golchi comes with a volume of 765 millilitres in four colours.

PSI 48834 • SDI gifts s.r.o.
Tel +420 9 10119478
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<https://www.psiproductfinder.de/nddjm2>

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ASS
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PSI 43053 • Pustefix GmbH
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info@success-werbung.de
www.success-werbung.de
<https://www.psiproductfinder.de/y2eymt>

Activate soap bubbles to participate

Pustefix soap bubbles are by no means just a children's toy, but also a popular promotional product for every generation. The dazzling formations from the popular soap solution attract people of all ages. Soap bubbles are an original promotional gift which always evokes great astonishment and positive emotions. This product works best outside where it is great to play with, it is fun and attracts attention. Pustefix is especially ideal for outdoor advertising because it is not simply placed aside, but can be actively used.



PSI 46261 • Reeko Design GmbH & Co. KG
Tel +49 4106 7660
info@reeko.com • www.reeko.com
<https://www.psiproductfinder.de/ymnmmg>

Everyone becomes a BBQ chef

When hobby cooks and those who enjoy nice weather get out of the kitchen and put on the grill, BBQ tools from reeko design are a good choice. With the 76-cm long XXL GIANT barbecue tong made of bamboo, hands always remain at a safe distance from food. The handy MASTER CHEF multi-tool includes six different grilling tools in one, offering everything an experienced grill master needs for a perfect BBQ. Grilling utensils, grill tongs, knives, corn forks, bottle openers and corkscrews are always at hand. The professional stainless-steel grill thermometer WELL-DONE completes the range.



PSI 44186 • team-d Import Export
Warenvertriebs-GmbH
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info@team-d.de • www.team-d.de
<https://www.psiproductfinder.de/zmvhnd>

Green gardening help

team-d describes its five-piece belt bag with a zip compartment as the perfect helper for gardening. Included are a flower spade, a shovel, a rake and garden shears. The metal garden and potted plant tools feature a plastic handle. For people who love gardening, this gardening helper is a great tool to combine work in and with nature with the greatest relaxation effect. It is wonderful when the green thumb actually makes everything green and colourful.



PSI 46311 • TROIKA Germany GmbH
Tel +49 2662 95110
a.bauer@troika.de • www.troika.org
<https://www.psiproductfinder.de/mmrhyw>

Bright midget

This is a really bright product because everything looks completely different when lit. The cute mini LED light from Troika is always at hand and ensures brightness – not only in an emergency. With a three-step switch for bright, dimmed and conspicuous flashing light, the flashlight has a warning light function, two light intensities and a snap hook for mounting.

PROMOTIONAL IDEAS FOR PETS



... aus dem Schwarzwald
ef
emotion
factory



Promotional ideas for pets – this new promotional 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.



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

Barbecue par excellence

A suitable gift for every BBQ king or queen comes with this gift set from the company Römer Präsentente. Contained in a black gift box with a lid label which makes you want to grill, there are three different must-haves for every BBQ fan: a white 0.5-litre beer glass with a black imprint "BBQ Chef", a bottle of BBQ tomato sauce with beer and the pleasant taste of brewing malt, and a 190-ml jar of honey mustard sauce enhanced with white beer to ensure a slightly spicy crust of the grilled food.

- Advert -

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

Clever technology

Thanks to sophisticated technology, micx-media advertising media deliver communication-intensive advertising effectiveness with a wide range of device formats. The new Outdoor Power Lights are a real all-rounder. They combine a Bluetooth speaker with a powerful powerbank and a clever LED light. In order to ensure a promotionally effective presence, the micx professionals also integrate individual branding on the box.



Trendy combi articles

The Together coaster from Inspirion is extremely versatile. Without much effort, bottles can be opened and at the same time the chic promotional product serves as a practical assistant. Thanks to the anti-slip coating on the underside, the practical companion finds a firm grip everywhere and cuts a good figure. In addition, the bottle opener offers plenty of space for an individual advertising message. The multi-talent is available in the colours white, black, blue, light blue, red and apple green.

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

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SO OF COURSE
A GREEN THUMB
IS JUST ONE OF THEM!

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Event in the spotlight

With custom-made mesh and PVC banners, Roll-Up can put every event or advertising message on the wall from a single unit. No matter whether it is a building fence banner, a scaffolding banner or a custom-made product, the advertising banners are sure to have the desired effect and be a real eye-catcher for a long time. On request, the banner can be seamed all round and eyeleted for mounting, or alternatively provided with a hemstitch.



One arm's length ahead

"Armwarmers" from Regine IQtrim provide practical help in unforeseen cold snaps. The soft, easily stowable accessories can be put on in a jiffy, thus preventing your arms from cooling down. The armwarmers are particularly suitable for cyclists because they protect the heated body during descents and, in particular, offer the elbow joints protection against cold airstreams. The armwarmers are available in the basic colour white from a minimum quantity of 100 pairs, and can be finished in photorealistic digital printing on a large surface.





PSI 49462 • Nastrotecnica SRL
 Tel +39 522 652802
sales01@nastrotecnica.it
www.nastrotecnica.it
<https://www.psiproductfinder.de/mde1zw>

Waterproof throughout summer

mcCarry, the new waterproof polyester backpack from Nastrotecnica, ensures there are no anxious moments during a sudden downpour on the beach or during sporting activities. In addition, it is a perfect seat cushion on wet bath towels, on a wet seat in the stadium or on wet grass. The backpack can be personalized by using sublimation printing in any colour and in any design.



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

Headlamp in the pocket

Krüger & Gregoriades promises super high power with its aluminium LED flashlight "Illuminato". The eight-watt ultra-strong light beam is similar to that of a car headlamp. The flashlight is ideal for workshops, camping, hiking trips or other outdoor activities. In total, it offers three different levels of light (strong, medium, low), a strobe effect and SOS light. It is splash-proof and weatherproof. By moving the lamp head (rapid-zoom) forward and backward, the lamp can be focused with one hand.

FOR AN
ACTIVE
LIFESTYLE



PRIXTON



PSI 49079 • Haid Werbeagentur GmbH
Tel +49 7472 981890
info@cartingo.de • www.cartingo.de
<https://www.psiproductfinder.de/oti2zd>

High-quality print

A new generation of coasters allows a unique emotion and communication with the target group, reports Haid Werbeagentur. The beer coaster has been one of the most appealing advertising vehicles for many years. Special finishing allows high-quality products to create unique and targeted communication in keeping with the brand. Therefore, if you want to impress and combine great feelings, you can surprise your target group with night light colour, UV varnish, thermo colour, relief varnish, matchstick striking surface and many other possibilities.

Sumptuous flowers for spring

Spring feelings are already aroused with the autumn plant set from Multiflower. As early as autumn, thoughts turn to spring and anticipation of the coming blossoming splendours overcomes gloomy thoughts. The five tulip bulbs now need to be planted into the ground in time. The header offers a lot of space to apply advertising. In addition, an individual design is possible from 250 pieces.

PSI 45974 • Multiflower GmbH
Tel +49 6226 927980
info@multiflower.de • www.multiflower.de
<https://www.psiproductfinder.de/nzq2zj>



Sporty herbal garden

The Global Innovations herbal garden provides a sporty feeling in the kitchen. The compact raised bed can be planted with various herbs and is a real eye-catcher. Five different versions made from PS and PET are available. In addition, a more robust version made from PP is available. For the upcoming FIFA World Cup, this herbal garden in the shape of a stadium is a must-have in every kitchen. The patented herbal garden is equally suitable as an on-pack, premium, prize or additional sales item.

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





PSI 49756 • Living Bytes GmbH
Tel +49 4055 620340
info@die-marketingvertretung.de
www.die-marketingvertretung.de
https://www.psiproductfinder.de/mzrmyj

Urban gardening for pros

According to Living Bytes, people want to enjoy nature when it gets warmer outside. The theme of "urban gardening" is entirely in vogue and requires professional tools for cultivation on the balcony or window sill. Whatever the need for gardening, whether it be inexpensive, high-quality garden shears, an axe, a weeder, a spade: Fiskars® has the right tool. Even when it comes to kitchen utensils such as knife blocks, pans and pots, professionals use Fiskars® to prepare the harvested fruit and vegetables.



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

Light marvel for campers

Spranz calls the Metmaxx® LED lamp "OutdoorBuddy" a "light marvel for all outdoor applications". An amazing pop-up switch-on mechanism activates this lantern in seconds and produces a very bright uniform light. With its two practical metal hooks for hanging in a tent or in a hut, the lamp is predestined for outdoor use. It comes with three quality AA batteries in a design box.

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Growing paper

Memo slips belong on every desk and when wildflowers, herbs or vegetable plants grow from the cover sheet, the advertising effect is perfect. Memotack Paper from Proramillernote is completely customisable and can be formed. The insert of recyclable and biodegradable seed paper is planted and irrigated before the flowers sprout. The memo blocks consist of recycled paper and soya-based inks, making them an ecological and easy-to-use gadget for gardeners of all ages.

PSI 48285 • PRORAMILLENOTE SCRL
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<https://www.psiproductfinder.de/ztbjyz>



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

Get out into the open with sweet or salty

Delicious give-aways from Kalfany Süße Werbung are the absolute hit for outdoor activities and are suitable for any campaign. All you have to do is choose between salty or sweet. The salty Mini-pretzels from Soletti in the all-around personalised promotional sachets are quickly packed into a jacket pocket and can be enjoyed anywhere. On request, Kalfany can also pack this nibbling sensation in a compostable promotional sachet. If you prefer something sweet, fine wafers from Manner are the right choice.



Clean grilling pleasure

With the start of the barbecue season, the question of who is responsible for "cleaning after the BBQ" always comes up. Steuber GmbH can offer suitable solutions. High-quality grill brushes for fast and efficient cleaning after grilling belong to the assortment, as well as the right grill cutlery, knife, tongs and the universal grill glove to protect against heat and fat. The assortment ensures a successful barbecue party and is rounded off with a barbecue brush and marinade pots which also includes a brush.



The optional extra for the flower pot

Sale offers selected felt decorations for flower pots and herb pots as the "icing on the cake" on the window sill. Made of ecological felt and a bamboo stick, the deco sticks can be printed on the front and back in any colour. The shape is as freely selectable as the size and colour of the surrounding thread. The sticks are packed in biodegradable bags, paper bags or cartons or alternatively in their own felt bag.



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

Organic snack box

For a quick break or picnic in the countryside: the Nomad Lunchbox FOODY from Citizengreen is suitable for every occasion, assures the supplier Boomerang. Manufactured from wheat-fibre bio-plastic in accordance with BSCI guidelines, the lunch box with its three-piece cutlery set also scores with respect to sustainability. With a size of 17.5 x 11.5 x 5 cm, everything you need for a snack on the go fits into the box. The lunch box is available in a natural beige colour and the lid is closed by means of an elastic band.

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All-rounder on the keyring

The brand new ROMINOX® key tools from Römer are extremely practical multitools for the keyring and are ideal promotional products because of their size and versatility. The most practical tools are always at hand with these small companions, whether it be in everyday life, in the office or on trips. The tools are available in various designs and offer 18 or 22 functions, depending on the design, e.g. shopping trolley chips, screwdrivers, rulers, Allen keys and tire profile gauges. With laser engraving, an advertising message is recalled with every use.



PSI 49986 • Dimar Tecnoprint S.r.l.
Tel +39 02 90361743
sales@dimartec.it • www.dimartec.it
<https://www.psiproductfinder.de/mzzmmn>

The colour of summer

The Italian Capri bag from Dimar Tecnoprint transports the colour of summer into the city. Thanks to its light and spacious character, you can carry as many important things as you want. The Capri bag is fully customisable as it can be printed over the entire surface, including the shoulder straps. The bag is available in three different sizes and is produced in Italy.



PSI 44724 • PROMOWOLSCH - The Customer
Factory • Tel +49 2942 570201
info@promowolsch.de • www.promowolsch.de
<https://www.psiproductfinder.de/mgezj>

Protection for drinking glass

Summer may be over, but you also enjoy a glass or two outdoors in the cool season. It is good to have effective protection on the glass against insects, dirt and leaves. This works great with the Meatless glass covers from Promowolsch. With a practical fastening clip, this promotional product can be attached to glasses, mugs, cups and jugs. This give-away is particularly suitable for restaurants, hotels, kindergartens and schools, and is available in numerous colours and customisable versions.



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 info@greenearthproducts.eu
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<https://www.psiproductfinder.de/yzvhzd>



Fruit tree for DIY enthusiasts

This surprise will be a success: The Baby Tree fruit tree package from Green Earth Products comes with a small apple, pear, cherry or plum tree including a bamboo tube, soil pill, plant fertilizer and birth certificate. With a little care and love, you can grow a magnificent fruit tree. In the Baby Tree community, you can exchange information with other growers and share successes. The Baby Tree is also suitable for a balcony and flower pot. Both the packaging and the tree label can be personalised.

Camping at its finest

A comfortable and at the same time light-weight camping chair, such as the "Cross-Country" from the elasto range, is a must for any nature trip. Despite its sturdy, stable metal frame, it is easy to carry. The integrated drink holder in the armrest ensures that your drink is always reachable. With the practical shoulder bag, the foldable camping chair is easy to store and transport. The "Cross-Country" can be finished in five colours by means of transfer printing on various parts of the chair itself, as well as on the accompanying carrier bag.



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 Tel +49 40 85310650
 esbit@esbit-marketingtools.de • www.esbit.de
<https://www.psiproductfinder.de/owq3zw>

Flexible in the BBQ season

The foldable stainless-steel charcoal grill from Esgit comes into its own on the beach or in the park, at an open-air concert or on a roof garden. It is the ideal choice if you want to stay flexible while grilling. The small pack size ensures easy transport. The grill grate with detachable handle is height adjustable in three steps. Like the charcoal bag, the carrier bag is made of nylon with a waterproof inner coating. The shoulder strap is adjustable and features a comfortable shoulder pad.



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

The BBQ can get underway

Summertime is the barbecue season and the right barbecue utensils are particularly important. The set centred around the Bear BBQ apron from PF Concept has everything that is needed at the grill. A pair of tongs, a meat fork, a turner, protective gloves and, of course, the elegant black apron with a large finishing surface. BBQ enthusiasts can achieve a delicious smoke flavour with the new Pitts BBQ smoke box. An individualised first-aid kit for treating minor injuries completes the set.



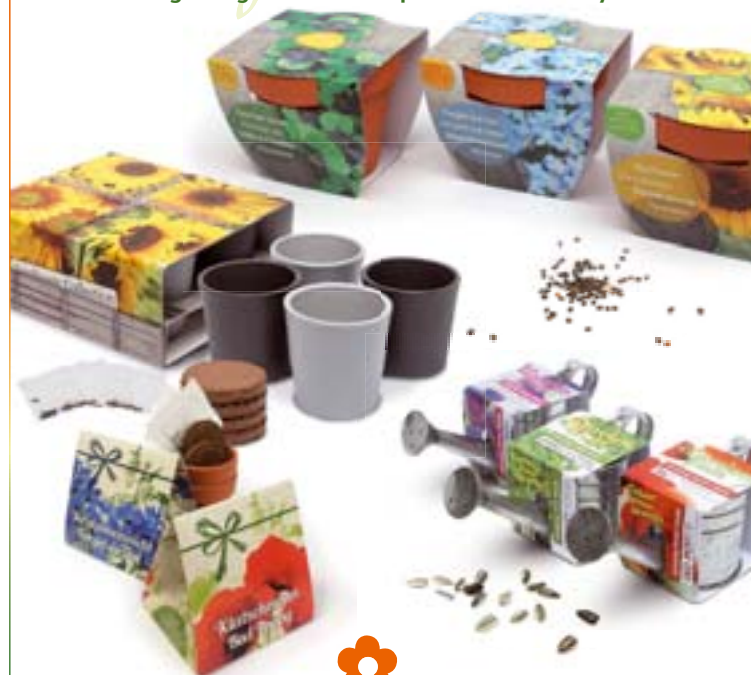
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No restrictions

Limited print options in the case of stock goods? Loop Nation has the remedy. The company offers products like this gym bag directly from the factory. The maximum print area is "full-area borderless", without any printing costs or colour restrictions. CMYK printing on both sides is included. The cord colour is also freely selectable. According to Loop Nation, shipping is "always franco domicile".

PSI 49707 • Loop Nation – Loop Headwear •
Tel +43 660 4080903
info@loop-nation.com • www.loop-nation.de
<https://www.psiproductfinder.de/zjgxmj>

Crack the dream peak

Practical 2-in-1 tube has a wide flat fan application. It can be served (used) as: lipstick UVA/UVB protection for lips, or otherwise concealer and cream as well as lotion/sun lotion for the face, hands and body. Product is light and handy. It will fit even to the pocket. Cream is filled in small 30 ml tube. Using the screw tube alone, LimeBOX can dose the desired amount of cream. Perfect for everyday use. Modern and functional packaging has been designed particularly for active people. Specially recommended for skiers, mountain rescuers, runners, cyclists and sailors.



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 www.koziol-incentives.de
<https://www.psiproductfinder.de/mzhmm>

Tingling refreshment in a glass

"Anyone can live a normal life!" says Koziol as it presents its new Cheers champagne glasses with a cheeky imprint for sparkling pleasures at high-spirited parties or spontaneous happenings. The high-quality material insulates and keeps drinks cool, the high shape ensures that it bubbles longer. The glass is almost unbreakable and therefore perfect for birthdays, garden parties, excursions and anywhere where shards do not necessarily bring happiness. Pine bar in transparent and opaque optics as well as a logo print available on request.

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Happy about the award (left to right): Colin Loughran, Chia du Viviers, Rachel Ross and Kate Scott (Goldstar), Jon Birrell (BTC Group).

Goldstar Europe Wins Supplier of the Year in UK

Goldstar is thrilled to have been awarded with Supplier of the Year up to £2m at the BPMA awards. "It is an honour that the BPMA members have merited Goldstar as a supplier that shows a competitive, transparent and flexible nature. Goldstar is delighted to be recognised as a supplier who offers a wide innovative product range, excellent customer service and who understands the importance of developing strong working relationships within the industry", says Colin Loughran, General Manager for Goldstar Europe. He added: "Having only traded in the UK for the past 3 and a half years, to be nominated for such an award so early, let alone winning it has been a significant achievement for the team." UK Country Manager, Chia du Viviers said: "From a standing start and a big dream, it is the enthusiasm of our team and engagement with our customers who inspire us to do even better. Our thanks must also go to BTC Group for sponsoring this award." www.goldstar-europe.com

Personal data



Two new reinforcements at Klio-Eterna

Klio-Eterna, the writing instrument manufacturer from the Black Forest region, was delighted to welcome two reinforcements in September. Since 1 September, Markus Falk, an experienced salesperson, has been supporting back office sales with great commitment and looking after renowned customers in northern Germany. In addition, he has assumed responsibilities involving trade show planning and exhibition stand construction. Roland Bendig, the second new addition, works in customer service. With over 17 years of experience, he optimally complements the team and has brought a breath of fresh air to telephone customer support. www.klio.com

Klio-Eterna



Gute Laune zum runden Geburtstag herrschte beim PHILU-Team.

10 years of PHILU Präsent mit Pfiff!

On 9 September 2017, the company PHILU Präsent mit Pfiff! Werbemittelhandel Rabe celebrated its 10th anniversary together with customers, employees, suppliers and friends at the Hotel Ambassador in Hamburg. "Today is a special day for us. In the shark-filled waters of the promotional product trade, for a small family business to assert itself for 10 years not only requires commitment but also a special service and good product qualities," says the owner Klaus Rabe. One of the highlights of the event was the performance of the keynote speaker and cabaret artist Frank Eilers who entertained

PHILU

the 60 guests by talking about the company and owner Klaus Rabe. "A really successful event", says the long-time supplier Björn Wagener from WerbeWas, "ambience, decoration, programme and entertainment were precisely coordinated, as we have come to expect from PHILU." PHILU Präsent mit Pfiff! Werbemittelhandel Rabe was founded on 1 August 2007. Apart from classic promotional products, the family company located at Wöschenhof 17 in 22045 Hamburg also offers its industry, agency and private customers workwear/textiles, designer articles and custom-made products. Service, good quality and individual support characterize the company. "Individuality is of particular importance for every company. You can only succeed if you leave a lasting impression on your customers. This is reflected in the selection of the products we offer our customers," says Roswitha Rabe, a freelance employee at the company. www.PHILU.net

XINDAO® Perusa acquires Xindao

Perusa Partners Fund 2 LP acquires Xindao from its founding shareholders. "With Perusa we have carefully selected our partner to continue our fast growing trend of the last years independently. Our industry is consolidating and together with Perusa, Xindao will be a stable and strong player in our industry. We see big opportunities to even become a stronger everyday gift supplier for our distributors.", said Albert van der Veen, CEO of Xindao Group. Dr. Hanno Schmidt-Gothan, Partner at Perusa GmbH, advisor to the acquiring fund: "We were extremely impressed with the management team, its record of tremendous profitable growth, and its lean & efficient operations. Perusa is looking forward to very successful years in the development of Xindao." Adds, Raphael Weller, Investment Director at Perusa GmbH: "Management did a great job over the last years to establish an outstanding operational set-up which strengthened Xindao's leading position in the fields of innovation, quality and speed of delivery, and from which the Company will benefit greatly in the future." With Xindao, Perusa enters its first investment in the Netherlands. The founders will leave the company by the end of the year. The parties have agreed not to disclose the purchase price. www.xindao.com

Xindao

Personal data

Sales back office reinforced

Tie Solution GmbH, manufacturer and import of ties, scarves and other accessories based in Pohlheim near Gießen, has strengthened its sales back office for Spain and South America. With immediate effect, Isabel Garcia assumes responsibility for the entire distribution in Spain and South America. She has many years of experience in sales and boasts a high level of customer and service orientation. www.tiesolution.es

Tie Solution



Sales department enlarged

Nestler-matho has enlarged its sales department. Sandra Thommes will reinforce the company's field service team with her many years of customer and sales experience. With an international management degree and MBA, her career began in the industry almost 20 years ago. "Her distinctive sense of service is the perfect match for Nestler-matho," says the Managing Director Karin Pfrommer. www.nestler-matho.de

Nestler-matho



A red sofa on the road

This year, nine renowned promotional product specialists will once again be opening their doors during the "Welcome Home Tour", presenting tasty snacks, hot and cold drinks and, of course, lots of products. Guests are welcome on the tour mascot, the red sofa. The tour offers new products, intensive knowledge sharing and a view behind the scenes of the promotional product business. "Every participating person of a company can bring along an industry customer of his choice who will be explained how close the bond between distributors and suppliers is and how much know-how is concealed behind their joint work. It goes without saying that all the interests of promotional product distributors are safeguarded," says the organisers. The companies Halfar, koziol, Daiber, FARE, Geiger-Notes, Jung Bonbonfabrik, REFLECTS, mbw and UMA see the strengths of the industry especially in the joint implementation. In addition, "a lot of other delicacies" such as a bonus voucher for distributors worth 1200 euros and a sample package are featured in the programme. Distributors of promotional products can find the dates, the registration form as well as further information on all the events of the Welcome Home Tour 2017 at: www.welcome-home-tour.de

Welcome Home Tour 2017



Locations

28.11.2017 | Kulturwerk, Hamburg/Norderstedt
 29.11.2017 | HALFAR SYSTEM GmbH, Bielefeld
 30.11.2017 | REFLECTS GmbH, Köln
 05.12.2017 | Eventlocation Alte Gärtnerei, München
 06.12.2017 | Gustav Daiber GmbH, Albstadt
 07.12.2017 | koziol »ideas for friends GmbH, Erbach

**Paul Stricker****Contacts:****Cologne**

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Closer to the customer

In order to strengthen its presence in the markets of D-A-CH, France and Italy and thus be closer to its customers, the Portuguese company Paul Stricker, headquartered in Coimbra, has opened distribution branches in the regions/countries mentioned above, operating side by side with the back-office team of Paul Stricker. In Cologne, Lukasz Borsik is now responsible for the D-A-CH area. Jean Baptiste Laine takes care of the customers in western France, including the region between Montpellier and Brest, from the office in Bordeaux. In Italy, there are two new branches and contact persons: Noemi Lucarelli in Rome and Vittorio Turla in Milan.

www.stricker-europe.com

Personal data



PF Concept Deutschland

PF Concept Deutschland has reinforced its field service team through two new employees with experience in the industry. On 1 September 2017, Verena Terhalle took over the West distribution area, whilst André Rothenburg became responsible for the North distribution area. André Rothenburg has been working in the promotional product industry for more than 15 years. For the last three years, he has been working in the postcode areas 1, 2 and 3 as well as for key accounts in the areas 0, 4 and 6 and knows these customers very well. With his know-how, he is particularly well-versed in the PF Concept umbrella portfolio which has recently been expanded by numerous models. Previously, he was responsible for major customers in Germany and Austria at Midocean Germany. Verena Terhalle worked for Toppoint for over ten years, where she was most recently responsible for distributors in the postcode areas 4 and 5. She has profound expertise in the processes and structure of a promotional product supplier and knows the needs of distributors inside out. **www.pfconcept.com**

Fourfold increase

Just in time for the beginning of the Christmas season, the Römer family has welcomed four new employees for distribution, order processing and the import department. Carsten Melcher will strengthen the Römer Drinks team with his many years of experience in key account management at a regional distributor. With Linh Truong, the Römer family secured a young specialist who, after successfully completing her studies, will enhance the import department of Römer Lifestyle as a native speaker in German and Chinese. Anja Buttermann will take care of order processing in the various sections of the Römer family. Thanks to her international experience in senior positions in the service sector, Anja Buttermann will further strengthen the European distribution of Römer Gifts. Number four is Michel Münster, who started his training as an export clerk at Römer Wellness and will actively support the young team to perform all the necessary tasks. **www.roemerfamilie.de**

RömerFamilie



The new "family members" at Römer (left to right): Michel Münster, Linh Truong, Anja Buttermann, Carsten Melcher.

Courage to achieve uniqueness

The trend towards individualisation has long since left the private environment behind it and has entered the business world. The promotional product industry in particular meets this demand for individualisation with ever new advertising vehicles and a large number of possibilities to personalise them for the respective customer. Over the past few years, an entire industry has focused on developing products that enable a high degree of individualisation in all standardisation processes.

Klio-Eterna



With its innovative concept, Klio-Eterna goes far beyond this approach and proposes new ways of individualisation. As a pioneer from the outset, Klio-Eterna combines the experience and competence of almost 120 years of manufacturing writing instrument with modern zeitgeist, technical innovation and modern design in the form of special individual product development. From the initial product idea to the technical realisation possibilities and the prototype phase to the final design and production, Klio-Eterna accompanies its customers with a “real individualisation requirement” on their way to self-defined writing instruments. The developments of recent years show that the demand for such unique products is steadily growing and the degree of individualisation will continue to increase.

In the past, Klio-Eterna developed and produced custom-made products “Made in Germany” for various end-customers as well as for competitors only on request. From now on, the Black Forest company is actively offering the special service of individual product development and operating entirely as a co-operation and development partner. Further information on individual product development is available direct from the manufacturer. **klio@klio.com**
– **www.klio.com**



More than 700 exhibitors expected

The RemaDays Warsaw 2018 will be opening its doors again in the halls of the Warsaw Expo in Nadarzyn from 7 to 9 February. More than 700 exhibitors are expected to attend the 14th edition of the international advertising and printing trade show. 90 per cent of the exhibition area has already been firmly booked or reserved. The division into 10 trade show sectors will make it easier for visitors to find the exhibitors they are looking for. The organisers advise interested parties to plan their travel and accommodation now. Useful information about this as well as all other important facts and figures about the trade show are available at: **www.remadays.com**

Promoswiss brings Newsweek to Switzerland

Promoswiss, the association of the Swiss promotional product industry, has managed to bring Newsweek, the promotional product roadshow organized by the GWW (German promotional product association) to Switzerland. It will take place on 20 June 2018 in the Um-



Promoswiss President Roger Riwar announced the news during the Trend in Mainz. On the left, GWW Chairman Frank Dangmann.

Premiere in 2018

weltarena in Spreitenbach. On the preceding day, 19 June 2018, Promoswiss will be holding its traditional PSF Forum at the same location where the Promoswiss Awards will, as usual, be held with the presentation of the coveted Promoswiss Awards. "It is obvious that merging the two events only offers advantages," says Promoswiss President Roger Riwar, adding: "In Switzerland, the Promoswiss association is taking the lead role. Our association is supported by the GWW on a partnership basis. As a "turn-key in-house trade show", the Newsweek is the ideal event for the Swiss market. It serves to bring together the entire promotional product value-added chain from the manufacturer/supplier to the distributor through to the actual decision maker and end customer. The Promoswiss Newsweek thus also offers innovative distrib-

utors the opportunity to make their mark in the marketplace. Only Promoswiss members are entitled to participate as representatives of distributors.

There are 500 parking spaces at the conveniently located venue available to the participants free of charge. A shuttle service is planned for the arrival of visitors by public transport. "Exhibitors have the opportunity to exhibit at both trade shows at a reasonable price. In addition, customs problems for trade show equipment are a thing of the past. Promoswiss, together with the GWW, is responsible for organising import and export, including customs formalities," says the association. Swiss distributors can be represented with a so-called counter stand at the Newsweek and invite and take care of their customers. Admission for industry customers is free. In addition, a culinary supply for all participants is ensured all day long.

Promoswiss and the GWW will provide GWW trade show lead management through fast handling from the invitation to inquiry processing. In addition, the organisers will provide a two-stage invitation mailing. "The whole organisation of Newsweek is absolutely neutral. Customer protection is an absolute priority and is therefore guaranteed," adds the association. For further information, contact: Roger Riwar – roger.riwar@promoswiss.ch, tel. +41 79 3053639 or Ralf Samuel – r.samuel@gww.de, tel. +49 160 1531682.

www.promoswiss.de – www.gww.de



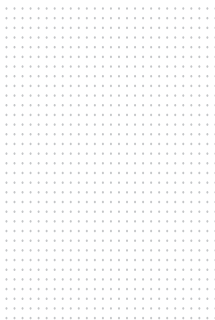
München-Werbeartikel

New address

Since January 2017, Munich-Werbeartikel can be reached at a new address. Due to the expansion of the office team through a new employee, the company based in Rosenheim in Bavaria has moved to new premises. The new address is:

München-Werbeartikel

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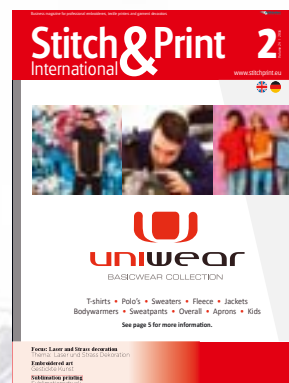
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After the PSI, the „Trend“, with its 31st edition, is one of the most traditional and popular promotional product events in the industry. The Rheingoldhalle convention centre in Mainz, the state capital of Rhineland-Palatinate, was the venue for this year's trade show highlight.

Trend 2017 in Mainz

Trade show highlight with bustling activity



The large hall of the Electoral Palace in Mainz provided the festive setting for the evening get-together.

Under the aegis of the GWW (German promotional product association), 123 exhibitors (a new record!) brought along creative, cutting-edge articles from nearly all product areas. Compared to the previous year, the number of exhibiting companies rose by around 11 per cent, and visitors also posted a plus of 7 per cent compared to 2016.

Concentrated promotional product expertise

During the entire day of the trade show, the diverse, imaginatively designed stands throughout the entire area (the large hall, the small hall, the foyer) of the Rheingoldhalle were bustling with activity. "The immense effort made by several exhibitors earned our great respect and gratitude. The effort, dedication and enthusiasm shown by the ex-



Six partner exhibitors rewarded their visitors with „hot products and a cold ice-cream“.



It was once again evident that promotional products appeal to all the senses.



There was a lot of activity at the individually designed stands of more than 120 exhibitors.

There were also several demonstrations of applying advertising such as embroidery.



Exhibitors here enhance the value of our Trend and give the event as well as the products of our industry a worthy setting,” commented GWW Chairman Frank Dangmann. “Exhibitors and visitors confirm that the TREND continues to evolve in terms of diversity, supply depth and exchange of information and knowledge transfer,” said GWW Managing Director Ralf Samuel.



After so many new impressions, a vitamin quencher from time to time cannot do any harm.



An expert in communicating complex legal issues within the framework of product compliance in the promotional product industry: Dr. Arun Kapoor.

Concentrated industry knowledge

On the day before the trade show, there was already concentrated industry knowledge at a well-attended lecture by lawyer Dr. Arun Kapoor who addressed the topic of "Product Compliance in the Promotional Product Industry – Legal Consequences of Unsafe Advertising for Importers and Distributors". The expert, who specialises in the areas of product liability and product safety law, was able to communicate the very complex legal matter in a clear, understandable and, above all, very entertaining manner, and gave the listeners useful recommendations for action.

Relaxed atmosphere in the palace

350 participants met for an evening get-together in the great hall of the Electoral Palace where "Fassenacht", part of the carnival during the so-called 'fifth season', is celebrated in this region of Germany. GWW Chairman Frank Dangmann greeted the guests and reviewed a successful GWW year. Roger Riwar, President of Promoswiss (association of the Swiss promotional product industry) also welcomed the attendees and announced the surprising news that Promoswiss will be bringing Newsweek to Switzerland in the coming year (see more details in this issue). Afterwards, the attendees took part in networking in a very relaxed and friendly atmosphere. Musical accompaniment in the evening was provided by the duo "Heiter & Schatz" with popular songs and hits of the past decades. <



Promoswiss President Roger Riwar conveyed his greetings on behalf of the association of the Swiss promotional product industry and made a surprising announcement.



GWW Chairman Frank Dangmann welcomed the guests.



Musical accompaniment in the evening was provided by the duo „Heiter & Schatz“ with popular songs and hits of the past decades.



Suppliers and distributors met in a relaxed atmosphere in the evening: everyone knows and appreciates one another and they all get along well together. And this is also good for the industry.



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The PSI Members Meeting was a beneficial event for the interested and cheerful group of participants. Host Koziol provided a lot of information and a certain „luck factor“.

Exciting insights into a top company, constructive discussions and up-to-date information from PSI – the PSI members meeting at Koziol was a varied event which was obviously enjoyed by all the participants. A win for everyone who was there.

PSI Members Meeting at Koziol

An informative day in the Koziol Glücksfabrik

Entering into dialogue with member companies, obtaining information and getting to know a company intensively – the afternoon at the plastics producer Koziol more than met this aim of the PSI Members Meeting. Accordingly, the response of the participants who spent interesting and entertaining hours in and around the “Glücksfabrik” in Erbach/Germany was positive.

Brand with tradition and intrinsic values

The meeting began with a champagne reception and welcoming words by the company owner Stephan Koziol, PSI Managing Director Michael Freter and Uwe Thielsch, the head of the Incentives & Promotion department at Koziol the therefore the main contact person of the promotional product industry. Stephan Koziol, who has been managing the company founded by his

father Bernhard Koziol since 1979, emphasised at the outset the company's commitment to its site in Erbach. Here is where the company has its roots, where it has grown, where know-how and creativity have been at home for 90 years, on which its success is based. Here is where ideas are developed, created and converted into products that bring positive things into the world. Bringing a smile to faces and bringing joy into everyday life, making it easier and more beautiful – that is Koziol's goal and passion.

Problem solver of the promotional product trade

The fact that the entire value-added chain from product development to design engineering and tooling through to production lies in the company's own hands at its Erbach site not only makes Koziol a top company in terms of safety and quality "Made in Germany" but also an



Uwe Thielsch took over a part of the tour which was specifically tailored to the industry.



High spirits at the start of the event: Michael Freter, Uwe Thielsch and Stephan Koziol.

ideal partner for the promotional product industry: A major brand which develops its innovative power in the fruitful interplay of designers, customers and consultants, and thus becomes the problem solver of the promotional product trade. The Managing Director, Thorsten Muntermann, informed the participants how Koziol works and where the strengths of the company lie.

Everything under a single roof

At an early stage of the company tour, the product development process of an exclusive custom-made product was presented (based exemplarily on the Saltletts serving tray). Koziol boasts a perfect all-round offer in the development process. At the beginning, there is always a workshop in which expectations and wishes are defined together with the customer and the concrete need is ascertained as a further step. Usually at the end of such a day a completely different product idea than initially thought evolves. The first product designs are created and in the following meeting the appropriate form is developed and then reworked. The close coop-



Thorsten Muntermann explained toolmaking.



An informal exchange of ideas during the event is of central importance at the PSI Members Meeting.

eration of many specialists enables a very rigorous and, above all, speedy implementation of the customer's wishes into a unique promotional product. The customer is always involved in the ongoing process. Koziol offers everything from design consulting to the finished product under one roof. The visitors were amazed at the speed of the complex process: from the first workshop to the ready-to-despatch product, the development of the Saltlets tray including design, mould making and production took only 15 weeks.

In-house tool production

Tools are the largest capital expenditure of a plastics manufacturer. Tooling is complex and expensive. Mould making is a science of its own because a mould not only has a cavity, but also ejectors, injection channels, nozzles, cooling channels and plenty of electronics. Companies such as Koziol, which produce their own tools and use them repeatedly or even modify them, are therefore well positioned. The design engineering and tool-making departments were the next stops on the tour. The tools for Koziol products as well as custom-made products are designed in the design engineering depart-

ment. This is where the programs which later control the milling machines are created. The guests were also able to look at a 3D printer where new products are first printed as a model. It is only when everything is right on the model – proportions, haptics and function – that the product goes “into steel”, i.e. injection moulding begins. The participants saw at first-hand how steel moulds (tools) are milled and assembled. Particularly interesting for people involved in promotional products were the tools with removable panels. Here parts of the mould can be customised – for example for lunch boxes or breakfast boards. This allows the incorporation of logos and images directly into the product at a reasonable price. For the distributor, this means haptic advertising in a unique quality starting from just 3,000 pieces.

Top quality and safety

Ongoing production was inspected in the production hall. Since its establishment in 1927, Koziol has been manufacturing all goods exclusively at the company's site in Erbach in Odenwald. This enables a particularly energy- and resource-saving manufacturing method and guarantees the highest quality. Koziol only processes thermoplastics which are 100% recyclable. All materials are certified and free from harmful substances and BPA, thus guaranteed scandal-free. The “Made in Germany” quality promise together with the unique, emotional design and the zest for life conveyed from it are among the core values of the brand which is at home in the “Glücksfabrik”.

Koziol products as a coveted promotional ambassador

After a communicative coffee break, Uwe Thielsch complemented the information gained during the tour with interesting details from the Koziol brand world and presented projects already implemented for customers. The fact that for the first time more products were sold in the promotion market than through the specialist trade



Also an informative day for the team at Klio Eterna:
Jessica Richter, Ralf Richter, Michael Gleich, Konrad Volk
and Edeltraud Syllwasschy (left to right)

– over 60 per cent in the current year – underscores the popularity of Koziol products as promotional ambassadors. The flexibility, quality and performance of the brand certainly play an important role.

PSI 2018 with useful new products

Afterwards, Michael Freter used the platform to provide information about the PSI Trade Show 2018 and the services of the PSI network. At the PSI 2018, only distributors who are PSI members can invite their industry customers to the trade show on the third day. The existing concept thus remains unchanged, even though there will be some modifications. Among other things, much less data will be accessed by industry customers. There will also be another trade show entrance via Hall 12. Experience has shown that the better industry customers are looked after by their distributors, the better the trade show is for them. For this reason, it is recommended to use route sequences and product proposals for industry customers. The PSI's central concern was to ensure the quality of the PSI, to strengthen the trade and to ensure the smooth running of the Industry Customer Day, explained Freter. The PSI condemns any direct business excluding the distributor that is either done or initiated at the PSI. In order to make the interests of the industry customers at the PSI more transparent and to process inquiries faster and easier, the most important functions of the dMAS tool will now also be available to distributors at the PSI. Using the dMAS system is compulsory on the Industry Customer Day. Only when all industry customers are covered by the system is an overview of their activities possible – which is in the interest of all parties involved.

Intensive exchange of ideas

The PSI Industry Barometer is the best example of the fact that the PSI is not only a trade show organiser and a network, but also provides the industry with important information for doing promotional product business professionally. The current fifth edition with around 800 participants from all over Europe is one of the most comprehensive market studies in the promotional product industry in Europe. Michael Freter highlighted two notable results: one in five suppliers expected an increase in turnover of 20 per cent in the current year. This means that sentiment is improving again in comparison to the previous year. The second result concerns sustainability and responsible entrepreneurial activity – a particularly topical issue which requires a short explanation: the EU's CSR directive on the reporting obligation has now also been transposed into national law in Germany. Accordingly, since the beginning of 2017 companies with more than 500 employees have the obligation to provide standardised and measurable information on how their business activities affect society and the environment. This is of great relevance to the industry: industry customers of a certain size (corporate groups) are now obliged to disclose ethical, social and environmental standards along their supply chain. This means that the promotional product buyers of these companies also expect certificates from their service providers. The distributor will therefore have to request these documents from his suppliers even more than before in order to serve his customers correctly. The Industry Barometer has now identified a serious information gap in the industry: only 18 per cent of manufacturers and 12 per cent of distributors feel sufficiently informed about the CSR reporting requirement. Reason enough, therefore, that suppliers and distributors deal with how they can meet the new requirements together. These and other facts were followed by a lively discussion in which several issues were clarified together with Michael Freter whilst others were raised – overall a fruitful exchange of ideas.

During the evening get-together with a delicious barbecue – naturally cooked and served on Koziol tableware – the exchange of ideas continued. Guests and hosts agreed on the importance of getting to know each other and addressing current industry issues together with PSI representatives.



Beauty is in the eye of the beholder. And **appealing advertising** is beautiful. It is even more **beautiful** when it can be grasped. And it is most beautiful when it is **promotionally adorning**. The selection on the following pages contains **adorable** as well as adorning promotional products.



PSI 41990 • JOYTEX GmbH & Co. KG
Tel +49 2872 95060
info@joytex.de • www.joytex.de
<https://www.psiproductfinder.de/zjfjmz>

Glitter fashion for bag enthusiasts

It glistens and gleams: Palermo, the sand-coated bag from Joytex-Quality Bags, is a real eye-catcher with a grammage of 130 g/m² and a glittering and shiny surface. The bag features a non-woven interior. This makes the bag sturdy and durable. It is a real eye-catcher and is ideal for boutiques or chemists. The bag is available from just 250 units with print. All bags from Joytex have been printed at the in-house screen printing shop in Rhede in Münsterland for 30 years.

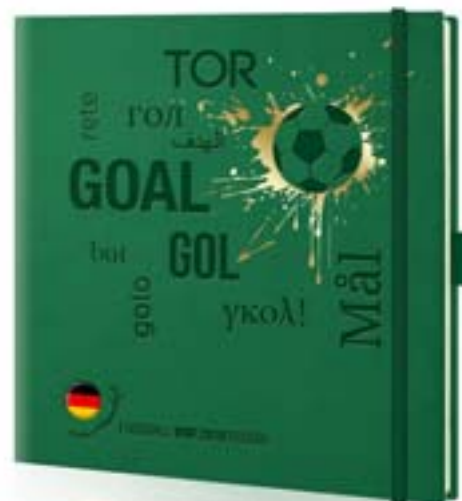


PSI 42907 • Inspirion GmbH
Tel +49 421 52270 • info@inspirion.eu
www.promotiontops.eu • www.inspiration.eu
<https://www.psiproductfinder.de/ndbmj>

That pays off

Money alone does not make you happy – the packaging also has to be right. The Lady purse from Inspirion looks great and offers numerous storage options. Inside there are twelve storage compartments for credit and business cards as well as two large compartments for banknotes. There is also a small money compartment with a zip for safely storing coins. The genuine leather purse has an appealing look and, thanks to RFID shielding, undesired scanning of cards is made more difficult.

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Real “high-light”

The “logo-light” or “high-light” from emotion factory gives off atmospheric candlelight. The special feature of these bright promotional products is the possibility to print corporate colours and an individual message directly onto the lantern. The logo-light consists of frosted glass with individually designed interior glass. The high-light is printed in a special sleeve technique. A high-quality film is shrunk tightly around the lantern. The minimum order quantity is 250 pieces.

PSI 41016 • emotion factory –
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<https://www.psiproductfinder.de/y2u1ym>

Pendant lamp for the house and garden

The LED pendant lamp from Global Innovations is very versatile and can be delivered waterproof, if desired. The lamp can be switched on and off by simply pulling on the cord. The energy-saving LED lamp emits a warm white light and brightens every surrounding. A logo can be printed on the socket or on the bulb itself. Customers receive the lamp together with a verified and certified user manual as well as new CE and RoHs certificates.



BIO-BAUMWOLLE!

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Flower pot for a glass pane

Under the name Twinzz, Goudsmit Magnetic Design introduces a newly developed magnetic flower pot. This flower pot consists of two halves and can be attached to windows, glass walls and glass balcony balustrades. One half is positioned on the outside of the glass, the other on the inside. It is very decorative and can be used everywhere, even on double glazing (up to 24 mm thick). The Twinzz has extra-strong magnets on the flat side of the pot, making it appear to float on the glass. A rubber layer prevents it sliding downwards. The underside contains a water drainage device in the form of pre-punched holes which are easy to open on the outer part.



Time for the environment

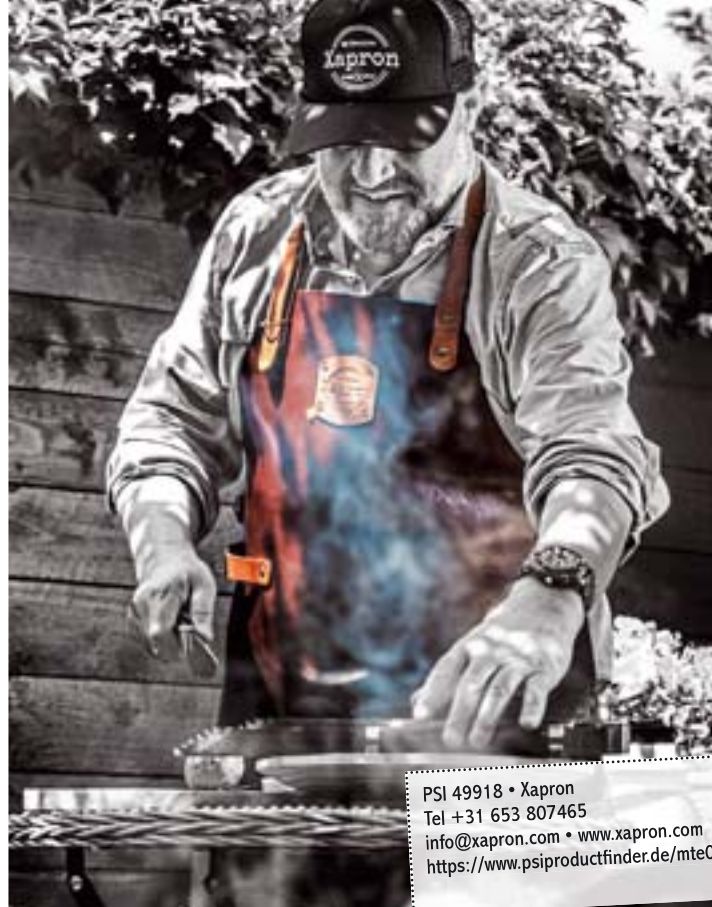
Despite the ubiquitous smartphone, the classic wristwatch never goes out of style. The unisex model "Nottingham" from Bewatch also reflects generally growing efforts to achieve sustainability: the case and the dial face are made of the natural raw material wood with fine grain. The wristwatch has three hands, a diameter of 44 mm and is available with a sturdy textile watchstrap in the three natural colours green, dark blue and wine red from Boomerang.



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

Everything is in sight

The HEJU Beat 2 Smartband from KMS Kafitz is as light as a feather weighing only 22 grams, extremely slim, and provides maximum comfort for sports and leisure activities. A heart rate monitor integrated in the unit ensures a continuous heart rate measurement. The wristband is made of very soft black plastic and the unit features metal optics. It fits every wrist and is secured with a fastener in metal optics, on which a laser engraving can also be applied. The included charging cable is magnetically connected to the charging cell of the Smartband. The battery lasts five days.



PSI 49918 • Xapron
Tel +31 653 807465
info@xapron.com • www.xapron.com
<https://www.psiproductfinder.de/mte0ot>

Craftsmanship in leather

Handcrafted Xapron leather aprons are the pride of the wearer in Dutch trend bars, restaurants as well as with barbecue enthusiasts, butchers, brewers and hairdressers. Numerous celebrity chefs and barbecue experts swear by these aprons that combine usability and comfort with style and safety. The supple quality leather is created by a special treatment of the skins which results in light leather without losing its authentic rough look. Eight different leathers, with or without pouches, and branded, pressed, printed, sewn, stitched or even lasered with a logo are available.



PSI 48917 • Promo House s.c.
Tel +48 12 4114242
biuro@promohouse.pl • www.krawaty.info
<https://www.psiproductfinder.de/ngrrmmz>

The winter we love

The new scarf collection from PromoHaus was designed to ensure that customers will learn to love even the harshest winter. The Venzo scarves are made of wool, modal, cotton or a mixture of these fabrics. A special finishing prevents unattractive creases or stains. The material used is a luxuriously soft merino wool blend. The original design created by VENZO can be superimposed, combined or mixed. One's personal favourite look is thus automatically created.



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www.intermediatime.com
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Customised watches

Since 1991, Intermedia Time Spa has specialised in the production of wristwatches. A wide range of promotional watches can be customised in a variety of ways and with numerous components, starting from just ten units. In the premium collection, all customer requirements are represented from classic and elegant to trendy and sporty models. Swiss watches are also produced at the manufactory in Switzerland.

You can't go wrong with a handbag

A woman never has enough handbags and that is why the new lifestyle model from Sale comes just at the right moment. These genuine leather bags are made of high-quality luxury materials and can be produced according to customer-specific designs by in-house designers. Each handbag has a long inner pocket with a zip and a metal label made of silver.



PSI 49617 • SALE s.r.o.
Tel +420 777 151946
martin.kozubek@sale-ostrava.cz
www.sale-ostrava.cz
<https://www.psiproductfinder.de/mwu3yt>

Christmas tree for any size space

This 20 to 30 cm tall Sugar Loaf spruce can be placed in any space. The classic and decorative Sugar Loaf spruce puts every room in a Christmas mood. A string of fairy lights is included. The sapling is decorated in the following colours: silver ribbons and silver pot foils. The colours of the ribbons (red, orange, blue, gold, silver) and pot foils (gold, silver, natural paper) can be combined as desired. Advertising can be printed on a separate greeting card from the Multiflower range or on a specified supplement. In addition, a separate slipcase can be used as advertising space.



PSI 45974 • Multiflower GmbH
Tel +49 6226 927980
info@multiflower.de • www.multiflower.de
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PSI 49828 • Panda Walker Inc.
Tel +1 718 8197976
orders@pandawalker.com
www.pandawalker.com
<https://www.psiproductfinder.de/zwxng>

Information centre on the wrist

Panda Walker offers a powerful Bluetooth wristwatch that can display far more than just time. This clever device also serves as an alarm clock and interface for a mobile phone, receives phone calls and messages, remembers appointments and even displays the altitude while hiking. In addition, the watch plays music and counts steps. The gift box contains a USB charging cable as well as a multilingual user manual. The watch works for 190 hours in the stand-by mode.



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

Temperature and time at a glance

Spranz, the specialist for design products without paying a design premium, now presents an attractively designed wellness station with an indoor and outdoor thermometer together with a wireless outdoor sensor. A precise radio-controlled digital clock (DC77) with date display is integrated. The station fits perfectly into the office or on the desk at home. It is delivered in a design box without batteries.



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

Bag as a statement

Eine Handtasche, wie die Milano Bag von Dimar, ist mehr als nur ein Sack, um das Wesentliche zu tragen. Sie ist ein Mode-Statement, ein Weg, um Stil und Kreativität auszudrücken. Gedruckt in Dye Sublimation Transfer oder in Pantone Farben auf der ganzen Oberfläche gibt sie der Trägerin die Möglichkeit, Stil zu kommunizieren. Die Milano Bag ist in drei verschiedenen Größen erhältlich und dank zweier Griffe plus Schulterriemen besonders bequem zu tragen.

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Charms keyrings

Charms keyrings from Asia Pins are a tried and tested give-away which everyone must have. The stylish keyrings can be customised in a unique, funny or classic form. Business logos can be embossed using soft enamel, finishing is by means of laser engraving, screen or offset printing or high-quality casting. Each Charms keyring can be customised to guarantee absolute individuality.



Knit with chic

This knitwear is an absolute eye-catcher for every fan. Thanks to their customisable motifs, the sets from chaps are ideally suited as exceptional advertising vehicles for all sectors. No matter whether it is a logo, lettering or an image, the designers at chaps can provide layout suggestions at no expense.

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Signs of friendship

At Global Innovations, a comprehensive range of festival give-aways is available in all shapes and colours. Very popular: friendship wristbands. Whether knotted, woven, printed, embroidered, made of fabric or silicone, everything is possible. With wristbands made by Global Innovations, customers are sure to continue to wear the advertising on their wrist even after the event.



Successful breakthrough with ZWEINS®: the smart 2-in-1 charging cable is now available in the „Classic“, „Slim“ and „Plus“ versions.



The founder and head of Tradeconthor is Julian Thormählen.

The industry continues to develop. This is especially evident for the numerous young, innovative companies that have enriched the spectrum of PSI with new ideas and approaches for several years. This includes the start-up company Tradeconthor which recently became a member of the PSI network and will be exhibiting at the upcoming PSI Trade Show for the first time.

From the playroom to the start-up scene

Success with digital lifestyle

Whe „history“ of the company begins in 2012. In this very year, the playroom of Julian Thormählen is for Tradeconthor what the garage of Steve Jobs was for Apple. „Inspired by the start-up scene and several young entrepreneurs, we also wanted to start our own business with a brilliant business idea,“ recalls founder and Managing Director Julian Thormählen. A group of fellow students and friends with professional knowledge in business administration, electrical engineering and design set up their computers in Julian’s room and wrote the business plan for their first start-up called Callecto – a software that played advertising jingles when the caller is on hold. From this arose the second business idea: As an in-

telligent answering machine, Callappeal translated voice messages into texts and sent them as e-mails to the screens of company computers, such as at pizza delivery services.

Relaunch with „physical products“

Despite attracting interest from customers and investors, Callecto and Callappeal were not a huge success. „Nevertheless, our motivation to found our own company was bigger than ever. From then on, we concentrated on physical products. Our mission is to make things better, to make everyday life easier and to look cool. We worked on new ideas for the digital lifestyle generation – inspired by the long list on my notes app in which I type all of my



ZWEINS® Classic as a give-away in customisable packaging with a business card.

ideas," says Thormählen. „From then on, we concentrated on marketing physical products and took the plunge and restarted in August 2015 under the name Tradeconthor. We searched the net for smart products which we wanted to distribute in Germany. This is how we came across the Israeli start-up Butterfly Energy, now known as Kado, and its disposable mobile charger mobeego®, and provided support for the German market launch.“

From playroom to company

Tradeconthor started doing serious business: Two months after founding the new company, the team moved to prestigious offices in Adendorf near Lüneburg. For the first time, the new founders were able to „officially“ welcome partners and suppliers. Staff were recruited; they put all their energy into Tradeconthor. „They enriched our team not only with their expertise but also with a lot of fun and enthusiasm. We are incredibly proud that our first employees are still at our side and that we can always bring new top-class people on board,“ says Thormählen.

Breakthrough with own invention

Despite significant marketing activities, mobeego® failed to sell like hot cakes in Germany. Nevertheless, this lear-



Another exceptionally smart lifestyle: the ZWEINS® Slim model.



The ZWEINS® Classic model.

Allroundo

Brand-new in the innovative product portfolio of Tradeconthor: allroundo® is the „world's first all-in-one charging concept for individual use“. It is compatible with all common devices thanks to its magnet system on one side (USB 2.0 & USB-C) and plug system on the other side (Micro-USB, Lightning & USB-C). This allows all possible connection combinations to be displayed. Thanks to the tried and tested spiral cable system, it is possible to stow a 50-cm cable in a confined space.



ning effect unlocked inventive talents: even with the constant problem that the smartphone battery is running low and the charging cable had been left at home, the young minds tinkered on a prototype which is reusable and easy to integrate into everyday life. This was the reason why Tradeconthor presented itself as a developer and manufacturer for the first time in the spring of 2016. The young entrepreneurs celebrated their breakthrough with a charging cable as a single-version keyring available for both Android and Apple users. Customers from the automotive and telecommunication sector were equally enthusiastic about it, as well as sales partners at home and abroad. „After the single versions, we created



The ZWEINS® Plus model.





The ZWEINS® Slim model in an individually designable recycling box.

an even greater impact a short time later with our next invention, the 2-in-1 charging cable. We had the world's first charger that combines the USB and Lightning connector into one product," said Thormählen. Companies worldwide ordered the 2-in-1 charging cable. In addition, we almost immediately received two industry awards for this innovative product.

Tradeconthor goes China

This success pointed us in the right direction. Since that time, Tradeconthor has been developing products that fit the digital lifestyle and create a wow experience through aesthetics and intuitive use. „The quality seal ‘Designed in Germany’ has always been the benchmark for all our ideas," emphasizes the managing director. „With the award-winning Emami Design creative designs, we further developed the 2-in-1 charging cable under the name ZWEINS® and created a collection that is dedicated to the original and yet offered new options.“ Shortly afterwards, the team brought additional expertise on board, „We opened a centre of excellence in Ningbo, China where engineers put our ideas into practice and then put them into series production at our location in Shenzhen, China's Silicon Valley.“

Everything from a single source

Julian Thormählen: „Since spring 2017, we have been able to offer our customers everything from a single source, from the idea to the design and marketing through to the manufacture and distribution of the finished product – with growing success. In other words, we manufacture not only products but above all solutions, and offer our customers the entire value-added chain. This not only applies to outright product management but, of course, also to individual, tailor-made packaging concepts.“

Ambitious aspirations

Just as young as their boss and full of energy are the members of the Tradeconthor family (meanwhile 29 members with an average age of 27). „As a young team, we develop fire, power and pleasure in our passion to develop new products and marketing strategies and enjoy what we do.“ Teamplay plays a decisive role. The structures are flat as we work closely together on projects. „In addition, tangible continual development has a positive impact on the team," says Julian Thormählen. „We are committed to new products every day in keeping with our slogan „Always one idea ahead.“ However, it is characteristic of the team of young entrepreneurs that they do not rest on their success but also set ambitious goals for the future: Our goal is to be the first point of contact for innovative trend products throughout Europe in the coming years.“

Premiere as exhibitor at the PSI 2018

For the first time, Tradeconthor has planned its own stand at the upcoming PSI 2018. However, it was already present in Düsseldorf in January with prominent advertising in the altar fold of the PSI Magalog. With its „cheeky“ claim „The give-away of the year is not here“, the company generated a great deal of attention before its premiere at the PSI. We can look forward to the „real“ debut of the Lüneburg-based company and its product strategies. <



The ZWEINS® Slim model in an individually designable recycling box.

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The start-up company Meine Tanne has been selling Christmas trees online in the run-up to Christmas from its Berlin headquarters since 2014. As a member of the PSI network since last year, it is now offering its products and services to PSI distributors and consultants at a special price.

Order Christmas trees online

Choice tree delivered directly to your home

DER SMARTE SVEN, 130CM

DER CHARMANTE LEANDER, 150CM

DER GROßE KARL, 170CM



The resource-conserving Nordmann firs are available in three different sizes. .

The young company Meine Tanne is thriving and growing. Most recently, its range of accessories was expanded in 2016. In addition to its current assortment of Christmas trees, more items for Christmas have since been added, including tree stands and fairy lights. More and more buyers are convinced by the strong arguments to purchase a Christmas tree on the Internet – no more tiresome searching and dragging, no more frozen feet, no more resin on pricked hands, no needles in the car. Instead, the freshly felled Christmas tree arrives conveniently in your living room.

Exceptional B2B gift ideas for Christmas

Fir trees at Meine Tanne are exclusively Nordmann firs of the best quality from sustainable cultivation. The trees are delivered in three different sizes – „The Smart Sven“ (130-150 cm), „The Charming Leander“ (150-170 cm) and „The Great Karl“ (170-190 cm). It goes without saying that all recipient wishes and intended purposes can be flexibly designed. The recipient address is freely selectable, on request the trees can be delivered with a stand and fairy lights on a specified date. In the case of large quantities, the start-up company is flexible and even offers en-



Founder and owner Guido Veth.
Photo: meinetanne.de

closed greetings cards. And which customer is not happy when he is surprised by a Christmas tree as a customer award (keyword: customer loyalty). The same applies, of course, to business partners and employees (keywords: networking and employee motivation). The trees are also excellent as exceptional raffle prizes for seasonal marketing purposes for the Christmas season (keywords: advertising and sales promotion).

Christmas trees as if straight out of a picture book

Since its launch three years ago, the young company has grown significantly. In addition to expanding its product range and additional services such as delivery on a specified date or a different recipient address, Meine Tanne has also had a new logistics partner since the last Christmas season. „We have finally found a logistics partner with whom we can grow much better both in terms of breadth and depth of our range. We are very satisfied with the flexibility and quality of our new logistics partner. In addition, we can generate more and more price advantages from year to year through larger purchasing volumes and increasing volumes with cooperating partners, which we can then pass on directly to our customers through a more favourable final price. But there is one thing we have not changed, and that will remain so in the future – our quality promise. If it says Meine Tanne on the box, customers are guaranteed to receive only resource-conserving Nordmann firs with a straight trunk, uniform formation and soft needles,“ says Guido Veth, founder and owner of Meine Tanne.

Meine Tanne
Contact person: Alexander Ertner
Tel. +49 174 2435314
sales@meinetanne.de
www.meinetanne.de

Resource-conserving cultivation

„Our Nordmann firs are all grown on the property of Hans Peter Honnens. The family business has now been in the second generation for over 25 years and is located in Stapelhom, Schleswig Holstein. Hans Peter Honnens cultivates his trees with care, love and the necessary expertise. He is committed to environmentally-conscious cultivation in a cultural landscape and possesses the Global GAP certificate for controlled agriculture and sustainable resource management,“ explains Veth. Incidentally, the owner of Meine Tanne regularly convinces himself of this on site. In summer, he personally selects the Christmas trees that are subsequently sold online by Meine Tanne and marks them for felling in winter.

Well-kept and in full splendour

Delivery is carried out in a specially designed shipping box which offers extra stability and ensures the tree top is securely fixed. After all, the Christmas tree should arrive safely and in full splendour. Responsible for this is the new logistics partner eCom Logistik located in Falkensee in Brandenburg. It is dispatched in cooperation with DPD. Further cooperation partners already use the offer of Meine Tanne as an additional sales promotion for their own Christmas specials. As a rule, these are online shops which are provided with mass vouchers by the company and then pass them on to their customers when a certain offer is exercised. Customers of the customers then redeem these vouchers directly in the online shop of Meine Tanne. The deadline for ordering Meine Tanne firs this year is 16 December.

„Sealing“ the cooperation between Meine Tanne and eCOM Logistik. After a successful 2016, both partners are entering the new season with renewed vigour (left to right): Mr. Toews (become Logistik) and Alexander Ertner (Mine Tanne).



Simple and convenient: simply redeem a voucher online to purchase the desired tree. Photo: unsplash.com, Andrew Neel/meinetanne.de



Mario Neugärtner, founder and director of NT GmbH in the Thuringian town of Sömmerda, has devised a folding rule with very special capabilities. On the outside, the rule called „Knakke“ resembles a conventional folding rule, but it can do an extraordinary thing: it not only measures the length of an object, it can also measure its diameter.

More than just a folding rule

Solution found with Knakke



The creative mind behind Knakke is the inventive NT Managing Director Mario Neugärtner.

tion industry. In order to realise his ideas and concepts, he relocated the new company headquarters to Sömmerda. And this gave rise to the creation of „Knakke“, the folding rule which can do more than meets the eye.

The idea was born

During the reconstruction of today's company headquarters, the Dreyse Mill on the banks of the Unstrut (Thuringia/Germany). When it came to ascertaining the diameter of round timber for a handrail, there was no vernier calliper at hand. Mario Neugärtner thought that it would be practical to be able to carry out this measurement with a folding rule usually available among tradesmen. The idea of „Knakke“ was born. Neugärtner calculated the corresponding values using the inner circle of a triangle, wrote a computer program and projected the results onto one side of the scale bar of a folding rule. With the original and catchy name „Knakke“, Neugärtner resorted to his own nickname from his early years.

Success story

Mario Neugärtner had a patent registered for his invention (currently in 19 countries), which marked the begin of the success story of this measuring tool. Until now, the Knakke folding rule has received five prizes at international inventors' exhibitions, including at the world's most prestigious and largest inventors' exhibition in Geneva. „We could hardly believe our luck: among 725 exhibitors from 45 nations, the Knakke folding rule was awarded the gold medal“, says Neugärtner.

UTo explain how the invention of the „Knakke“ folding rule came about, we have to turn the clock back a few years to when Mario Neugärtner was 19 years old. It was 1993, when he decided to become self-employed for the first time. He founded a software company which steadily grew over the years and finally became a public limited company in 2003. With a keen entrepreneurial spirit, Neugärtner continued to search for new challenges and, in 2008, he founded „Neue Technologie Neugärtner und Partner GmbH“ (NT GmbH), specialising in the development of software for the construc-



This is how it works: The Knakke folding rule also determines the diameter of objects by means of a special scale. This patented added value makes it unique.



Insight into the think tank at NT GmbH: Intelligent, cloud-based IT solutions are developed here.

What Knakke offers

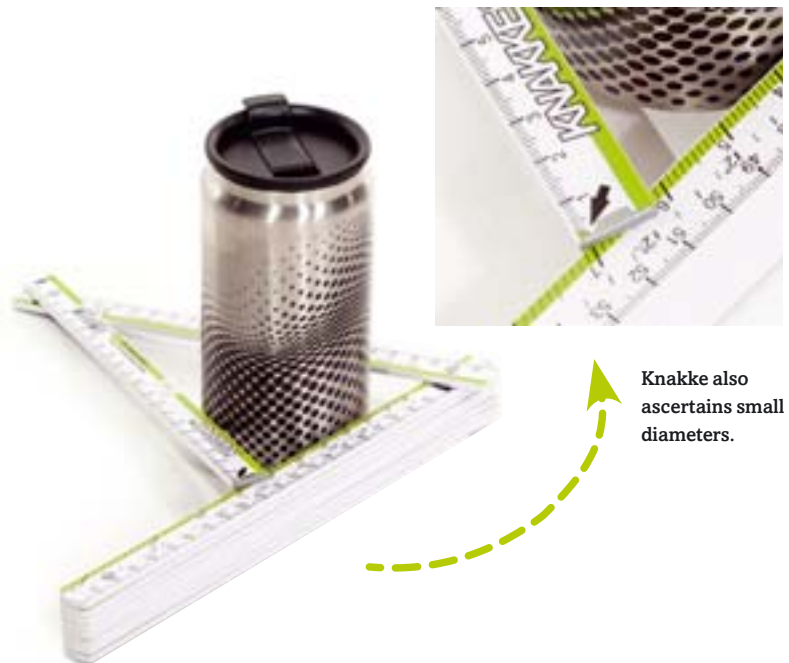
„Knakke is a premium quality German brand product,“ explains the inventor. The folding rule is manufactured by „Stabila“, Germany’s largest manufacturer of folding rules. It is marketed exclusively by NT GmbH. „Marketing through the Internet mail-order company Amazon has begun. This has not only enabled us to measure the satisfaction of our customers, but our product has also become a best-seller,“ explains Neugärtner. To optimise the marketing of Knakke as a promotional product, the entrepreneur decided to join the PSI network. „We can cater to our customers very individually, from offering very small quantities starting with a single unit, up to very large quantities. An individual design of each Knakke folding rule is also possible. From a simple logo to complex designs, we can print one-sided and/or two-sided in-house,“ says Neugärtner.

Added value and customer benefit

„With the Knakke folding rule, we have succeeded in revolutionising a classic product. On the one hand, Knakke fulfils the measurement function of an ordinary rule. In addition, it can ascertain diameters from one to 330 millimetres thanks to the scale on the other side. A further special feature is that dry dimensions can also be determined. Thus, the folding rule combines three functions in one tool, which increases the effect of Knakke as an advertising vehicle with true customer benefit,“ says the creative NT managing director when summarising the qualities of this extraordinary folding rule. Currently, his company has 10 employees. „Inventiveness is



„Knakke“ also displays its multiple impact as an advertising vehicle.



Knakke also ascertains small diameters.

also a special necessity of NT GmbH beyond its core business and main field of activity in the development of intelligent cloud-based IT solutions. NT GmbH is happy to work on the development of creative ideas and their implementation in order to facilitate and improve everyday life,“ says Neugärtner.



Security for cards

Voyager Blue ensures relaxed travelling with a patented **mini-wallet** for secure transportation of contactless credit, debit or ID cards. The elegant solution for him and her is available in leather or PU-plastic in all pantone colours and embossings. The supplier promises 98% shielding of the RFID signal while maintaining all Bluetooth functions. No mechanical components, metals or foils are used in this product.

PSI 49868 • Voyager Blue LTD • Tel +44 7768 626177
 andre.kay@voyager-blue.com • www.voyager-blue.com
<https://www.psiproductfinder.de/mmi3zt>



Delicious baking fun

Baking cookies is a piece of cake with the Bake & Cake **baking mixture** from Magna sweets. The baking ingredients for the cookies varieties of Christmas mixture, chocolate coconut, apple cranberry, chocolate amaretti and Kaiserschmarrn with blueberry are decoratively hand-layered in a shapely bottle with seal cap. Advertising is applied in the form of an individually printed hangtag. The baking mixture produces approx. 30 delicious cookies.

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

A real treasure

In every company, customers are as valuable as a treasure, and this is what advertising companies are demonstrating with a particularly eye-catching **novelty** from the JUNG range: 250 g of original Ritter SPORT chocolate of the Goldschatz variety (whole milk chocolate with 40% cocoa). The white cardboard case is individually printed and offers all-round advertising space.

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



Design meets functionality

With its TWIST **design case**, the German case manufacturer W.AG Funktion + Design GmbH has created a plastic case featuring a purist design and high functionality. Thanks to its large decoration surface, the TWIST offers optimal possibilities for communicating a company's own advertising and brand messages with the in-mould labelling process in brilliant images, especially for companies that attach great importance to an individualised exterior design of the packaging solution. Optional features: lid hinge, carrying strap and embossed logos in the case locks. TWIST is currently available with twelve case sizes in A5, A4 and A3 format.

PSI 43805 • W.AG Funktion + Design GmbH
Tel +49 36967 6740 • info@wag.de • www.wag.de
<https://www.psiproductfinder.de/ntmzmt>

Sweet Christmas ideas

Christmas repeatedly comes as a surprise to many people every year. That is why JUNG offers tasty promotional messengers until shortly before Christmas. Christmas design templates can be used for many delicious products; alternatively, of course, individual ideas can also be implemented. The **Cup Box** with a Christmas design, filled with the delicious Miniatures Mix or the Present Box with different filling variations attracts particularly tasteful attention. Lindt Pralines, advertising greetings or top sellers such as mini bars of Ritter SPORT chocolate are also perfect as Christmas give-aways and are available all year round.

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



Success can look so chic

Success is sometimes visible at first sight. Just like the new **VIP GUM** from uma. This high-quality metal ballpoint pen with a soft-touch shaft lies comfortably in the hand. The soft-turning mechanism and the spring-loaded clip are also elegant. A striking contrast is created by the black glossy lacquered fittings. The VIP GUM is also ideally suited for high-gloss lasering. A stylish folding case provides space for two pens and can be individually printed. The VIP GUM is available with the tried and tested uma Extra Class large-capacity refill with a stainless-steel tip and tungsten carbide ball as well as with the uma High Class Rollerball refill in blue or black.

PSI 41848 • uma Schreibgeräte • Tel +49 7832 7070
info@uma-pen.com • www.uma-pen.com
<https://www.psiproductfinder.de/mjm3md>



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del sector

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and Distributors of Promotional Products.

fyvar.com



Extremely memorable

Once you have arrived at the customer's company, the advertising message is guaranteed to have a lasting effect. This is quite charmingly achieved with the **baking moulds** from emotion factory. While the recipient of the marketing message is still stirring the dough and the aroma of biscuits flows through the kitchen, the individually designed message has already been etched into his memory. The company offers baking moulds in various forms and packaging. As a heart or dog in a box or bag, as a snowman or fir tree in a wintery Advent calendar box or even as a cup baking mould in a decorative organza bag – the creativity of this household promotional product is almost unlimited. Space for an individual advertising message can be found on the reusable packaging or on insert cards. Order quantities start at 250 pieces.

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



Enjoy the moments

Mineral **Bath Salt** is always welcome as a small precious gift. All Spa and the Beauty Salons will find something suitable for their demanding clients as well choosing from the wide variety of fragrances and colours of salt from LimeBox. In the standard offer are available following scents: Cinnamon, Rose, Coconut, Straciatella, Pine Tree, Raspberry, Cherry, Lily of Valley, Grapefruit, Lavender, Melissa, Mint, Ocean and Aloe with Pomelo. So, enjoy the moments and get your body and mind relaxed with our Bath Salts. Choose the most suitable, fully customized packaging: single use sachets imprint 4c: 40 g and 60 g or any different one.

PSI 48956 • LimeBOX • Tel. +48 22 1152514
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The specialists at CD-LUX offer sweet Christmas greetings in premium quality. The exceptionally fine Milka Santa Claus guarantees a **lasting advertising impact**. Christmas greetings, employees or products are optimally presented on the individually printable packaging. With a mixture of chocolate from Milka, consisting of a chocolate Santa Claus and milk chocolate, the new "Christmas tree" present provides wintry moments of pleasure. The ideal Christmas present for customers, employees and business partners. Lindt chocolate hearts in a gift box also delight every recipient. All products meet the highest demands on quality and price. Samples and neutral distributor catalogues are available from the company.

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



Rare, medium or well done

The **Steak Checker** can be used several times. Without any prior knowledge, it can easily and instantly find out whether a steak is ready. Simply pierce it into the meat and seconds later the change in colour reliably indicates how the steak is on the inside. Even absolute laymen can score points and get to the heart of meat. This useful little merchandising item is guaranteed to stick in one's mind – all the more with an individual logo. In addition, space for a 27 by 3 millimetre advertising message in up to four colours is available in inexpensive standard or individual special packaging.

PSI 49155 • FiLEREX Europe GmbH & Co. KG • Tel +49 302398285
hckaiser@filerex-europe.com • www.filerex.com
<https://www.psiproductfinder.de/mtiwm2>



Elegant licence plate holder

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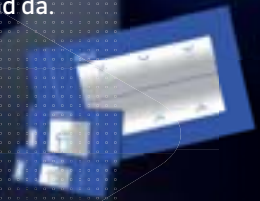
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Warming tea bears

Premium customers deserve premium promotional products such as the newly patented **Tea Bears®** from Kalfany Süße Werbung. After dissolving in hot water, the four varieties of ginger lemon, cinnamon orange, peppermint and raspberry vanilla warm up the body and soul in the cold season. The harmony of sweetness, fruit and tea extract make the 24 Advent days a delightful advertising experience. The new premium fruit-gum Advent calendar can be sent as a Christmas mailing in the inexpensive maxi letter format and includes either 24 colourful mixed Tea Bears®, or alternatively 24 colourful Christmas fruit gums, individually packaged in a flow pack.

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>



An absolute must

This **screw tool** is a must for every tool box: The handle is integrated into a magazine with six different 25-millimetre bits. The apparently short screwdriver for tight working situations turns into a long screwdriver for all conventional tasks at the push of a button. The blade is removable and can be used for machine operations. Thanks to the ergonomic Kraftform grip and Rapidaptor quick-release chuck, Kompakt 20 is ideal for low-fatigue work and high screw speed. It is also available with an individual logo on the handle from 100 pieces.

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



FIFA World Cup and eye-catching advertising

2018 FIFA World Cup Match Schedule – “Analogue App”: Myligacard has extended its assortment with this special World Cup planner as an advertising medium. In a handy postcard format, the World Cup planner shows all groups, match days, kick-off times as well as venues by means of a simple sliding system. Whether it be as a desk display, a postcard or a give-away, the promotional World Cup planner ensures product information, logos or ads draw special attention. Further information is available directly from the company.

PSI 49870 • Myligacard Christoph Gawlytta
Tel +49 6232 6866876 • kontakt@myligacard.de • www.myligacard.de
www.psiproductfinder.de/yzk4nw



Perfect in mini format

This **snack bag** in XL-format from the specialist “Der Zuckerbäcker” is filled with delicious chewing gum footballs. The extra kick: two goal holes for cutting out. This turns the printed card into a goal wall in mini format. Whether it be for tabletop tournaments, goal scoring training or part-time tacticians – also for whimsical half-time breaks for the upcoming FIFA World Cup: Here, snacking and playing fun combine. Simply position the mini ball, take aim and shoot. Available from just 250 pieces with individual design lasting for 12 months. The chewing gum footballs are guaranteed not to melt away in summer.

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

PSI Industry Barometer | Go for the next round



Since 2015, the PSI Industry Barometer has been published twice a year. In addition to comprehensive industry figures, the market study also provides information on **current trends** as well as a detailed market sentiment. Issue 1/2017, the fifth edition, was published a few weeks ago. Promotional product consultants, distributors and manufacturers as well as advertising and full-service agencies, service providers, exporters, importers and textile manufacturers from 30 nations took part. With 799 participants, it was **one of the most comprehensive market studies** in the promotional product industry in Europe. The PSI Industry Barometer is already entering the next round. **By participating** in the 6th edition by 1 December 2017, **PSI members can contribute** to the success of this market research tool with valuable data. www.psi-network.de

PSI Members Meeting | Exclusive insight

The PSI Institute is inviting its members to a meeting on the subject of OEKO-TEX on **22 November 2017** between **1.30 and 5.30 pm**. For this purpose, **Hohenstein Laboratories** Bönningheim near Stuttgart will be opening its doors for an exclusive insight. The aim of the event is to inform both manufacturers and distributors about the **textile standard OEKO-TEX** as a solution for sustainable commitment. The experts at Hohenstein report on the standards, explain the traceability of non-genetically modified cotton and show how product returns can be avoided with optimal fit clothing. During guided tours through the test labs, the participants will learn about the work of the facility. In addition, there will be interesting news about the services of the PSI network as well as the PSI 2018. The day will conclude with a get-together.

www.psi-network.de/veranstaltungen



PSI Sustainability Awards | Lighthouse character



The future has a name: "sustainability". The change in thinking and the implementation of the resulting findings have become more and more tangible for a number of years – and are manifested not least in the PSI Sustainability Awards. "The awards can **give the industry an overall image boost** and **offer individual companies** the opportunity **to strengthen** their own **business**," says PSI Managing Director Michael Freter. "We have to carry the issue outside Europe. This must be the core goal." Stefan Schulze-Hausmann, founder of the "German Sustainability Award", was also enthusiastic about the fact that the "response to sustainability in the industry has been overwhelming." An industry, according to Schulze-Hausmann, with companies that are not deterred by the difficult path they have to take. All detailed statements on the significance of the PSI Sustainability Awards are available at www.goo.gl/WPz8K4.

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

PSI Händler / Distributor

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PSI No. 17953	Cartex APS, DENMARK	www.cartex.dk
PSI No. 17954	DC Promotion - Nina de Coster, AUSTRIA	www.dc-promotion.at
PSI No. 17949	druckcom GmbH, GERMANY	www.druckcom.net
PSI No. 17946	Earth Promo - Isil Balci, TURKEY	www.earthpromo.com
PSI No. 17955	Giveaways-Factory GmbH, GERMANY	www.giveaways-factory.de
PSI No. 17951	Include Marketing AB, SWEDEN	www.includemarketing.se
PSI No. 13796	IRMAK Tanitim Dis. Tic. LTD. STI, TURKEY	www.irmaktanitim.com
PSI No. 17225	IVM - Institut für Veranstaltungsmarketing und Kommunikation GmbH, GERMANY	www.ivm-net.de
PSI No. 17944	Lyreco Deutschland GmbH, GERMANY	www.lyreco.de
PSI No. 17950	Mickson Företagsreklam AB, SWEDEN	www.mickson-reklam.se
PSI No. 17947	MisterGee Werbewelt Leipzig EK - Annemaria Barth, GERMANY	www.mister-gee.de
PSI No. 17900	PT. Garyman Kreasi Indonesia, INDONESIA	www.garymanindonesia.com
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CosmoShop liefert mit der Merchandise Edition eine Shopsoftware, die genau die speziellen Anforderungen der Werbeartikelbranche erfüllt: ein standardisierter Shop im Baukastensystem, der leicht in die bestehende IT Infrastruktur integriert werden kann. Branchenspezifische flexible Module optimieren Prozesse und sparen Kosten. Über einen passwortgeschützten Bereich können Mitarbeiter, Filialen und Außendienstmitarbeiter einfach und bequem Merchandising- und Büroartikel bestellen. Je kürzer „time to market“ ist, umso schneller können Aufwendungen amortisiert werden. Die einfache automatische Installation auf dem Cloudserver ermöglicht Werbemittelagenturen professionell zu präsentieren und qualifizierte Leads auf der eigenen Website zu generieren.

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49009	12M - Alicja Wasowska, Poland	10G79	41169	ASS - Spielkartenfabrik Altenburg GmbH, Germany	11F69
45190	4smarts GmbH, Germany	12G32	49441	A.S.S.-3 Biuro Exportu Importu i Marketingu - Ewa Skoczen, Poland	9E23
47187	Abanicos Aldaia Internacional, Spain	9F09	49998	Asya Promosyon Bilg. Malz. ve Matbaa San. Tic. Ltd. Sti., Turkey	9L09
44655	Abanicos Aparisi, S.L., Spain	9L35	46148	ATUT & PRIMAR s.c - Golab, Rackiewicz, Poland	10K14
47670	Abanicos Jose Blay S.A., Spain	9E07	47980	Audio Protect AG, Switzerland	11H44
49799	ABC-N Plus Przemyslaw Plaskacz, Poland	12H29	48738	AuRa Textil GmbH, Germany	9L07
49549	ABER textil+design, Germany	10H74a	49413	AVANT Fabryka Porcelitu - Jerzy Bujanowicz, Poland	9H50
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49571	Accurate Czechowski, Krawczyk spolka jawna, Poland	10G25	49958	Aysoy Pazarlama Kofeksiyon TekstilSanayi ve Ticret Limited Sirketi, Turkey	10D45
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46601	Adria Bandiere SRL, Italy	11C78	49861	Banale SRL, Italy	11N29
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48751	AFISA - Asoc. Fabric. Import SA, Spain	9B52	45934	bb med. product GmbH, Germany	11M70
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48797	A&J Agnieszka Polak, Poland	9G17a	48731	Beseda - Adrian Bereszynski, Poland	9D35
49511	ALCAN REKLAMCILIK VE HALKLA - ILISKILER SAN. VE TIC. A. S., Turkey	9L08	48159	Beutler Verpackungssysteme GmbH, Germany	12E54
47800	ALFA PROMOSYON TEKSTİL PAZ. SAN. VE TIC. LTD. STI., Turkey	10M58	46839	Bio Laboratories Ltd., United Kingdom	9F30
43066	alf GmbH - Thermos, Germany	11H61	49300	Hannes Schmitz Bio-Button KG, Austria	9K43
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49591	AMK Group Rekawek, Kondraciuk Sp. J., Poland	11B66	49046	Blueprint Cologne GmbH, Germany	11N01
45793	AMT Alumentall Gießtechnik GmbH, Germany	11N70	49381	Bobble Europe - Cooper Trade BV, The Netherlands	10M48
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45753	Anda Present Ltd., Hungary	11K14	47698	BOFA-Doulet GmbH, Germany	9C43
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45456	Aristos International GmbH, Switzerland	11H52	42811	BOOMERANG S.A.S. - CITIZEN GREEN, France	9G29
49980	Armada Kimya San ve. TIC LTD STI, Turkey	9H16	49753	BOTT sp. z o.o. - Bott Sp. z o.o., Poland	9H33
49847	Armor SAS, France	11H28	45767	Bottle Promotions - a Tacx International Company, The Netherlands	9K34
48941	Arnulf Betzold GmbH - DE144686574, Germany	9C34	49547	Bowings S.L., Spain	12H27
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46905	Brauns-Heitmann GmbH & Co. KG, Germany	9A25	49780	colordruck Baidersbronn - W. Mack GmbH & Co. KG, Germany	9E34
48383	BSC SPA, Italy	10H24	49566	COM'MUNICATE SARL, France	9C12
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47952	Büyüksöy Bayrak - Ve Semsie San. Tic. A.S., Turkey	9G01	45939	Corthogreen bv - Greengifts & Seedproducts, The Netherlands	11E79
45197	C and C SAS, France	12M28	47376	CosmoShop GmbH - Shopsoftware Werbemittelshop, Germany	12G24
49785	Calafant Store UG (haftungsbeschränkt), Germany	11M14	48842	Cottonland - Textile Agency - Open Vision - Publicidade Lda., Portugal	10G54
49153	Branded Tile - Calverley Ltd, United Kingdom	9F34	49376	CPS GmbH / FRESHTIS, Germany	9F51
45107	cameo Laser Franz Hagemann GmbH - Epilog Laser Inc., Germany	12B13	49170	CREA FZ LLC, United Arab Emirates	9H07
49960	Campo Sportivo GmbH	10K46	45106	CROWnCROW GmbH & Co. KG - my-lounge.de, Germany	10H67
49760	Candy Wave - Krott GmbH & Co. KG, Germany	12H11	47722	Cup Concept Mehrwegsysteme GmbH, Germany	9G08
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46643	Caramelos Cerdán S.L., Spain	9H19	49211	DAG IMPORT SAS, France	12F40
49079	Cartingo - Haid Werbeagentur GmbH, Germany	12G01	49579	DAG IMPORT SAS, France	10M81
49968	CASPI GRUP MATBAA PROM - ve End Mutfak Mlz San tic Ltd Sti, Turkey	11B38	42819	Gustav Daiber GmbH, Germany	12D40b
	CATWALK, Germany	10H72	48202	DAMLA OFSET MATBAACILIK AS, Turkey	9L02
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49854	Cerve S.P.A., Italy	11M27	46375	Dr. Harnisch Verlagsgesellschaft mbH - dedica, Germany	9M22
49807	Chili Germany GmbH, Germany	11C80	48449	Delfina® - Wäschekrone GmbH & Co. KG, Germany	10L51
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48316	CHOCOLISSIMO by MM Brown Deutschland GmbH, Germany	10M24	PSI Partner	PSI Design Forum - Piltz Design, Germany	9M02
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44950	C.I.F.R.A., S.L., Spain	9A44	PSI Partner	Deutsches Patent- und Markenamt, Germany	9M02
48658	CITRON GROUP, Poland	10C34	46534	DG Trading BV, The Netherlands	12H39
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46153	Clipper A/S, Denmark	9A19	47097	Disenos NT - Diseno y Aplic. del NT, S.L., Spain	10F64
40511	Clipper B.V., The Netherlands	12F23	49860	Divajn Zoran DOOEL Skopje, Macedonia	11F57
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			49844	dogibear promotions - Inh. Serdar Dogan, Germany	10H72

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41752	doppler - H. Würflingsdobler GmbH, Germany	10M49	42692	EMSA GmbH, Germany	11A70
48489	Dorling Kindersley Verlag GmbH, Germany	11F53	47403	Ender Tekstil - Sanayi Ve Ticaret Ltd STI, Turkey	9D28
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45184	Dowabo GmbH & Co. KG, Germany	12G38	47737	ENDULZARTE, S.L., Spain	9E28
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44886	DreiMeister Spezialitäten -			Epson Deutschland GmbH, Germany	10C11
	Hans Schröder GmbH & Co. KG, Germany	9C51	42480	ERGA Srl, Italy	10C18
49717	DREVOTVAR DRUZSTVO, Czech Republic	11N60	49197	ERNST ALEXIS AB, Sweden	10F49
49857	drinkitnow GmbH, Germany	12H50	49592	Ernst Klever GmbH, Germany	11B63
48332	drinks gmbH, Austria	9L44	48529	Erteks Kadife Tekstil San. Ve Tic. Ltd. Sti., Turkey	10F54
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49344	DURABLE Hunke & Jochheim GmbH & Co. KG, Germany	11A76		Centrum GmbH & CO. KG, Germany	9B08
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49140	EB-Secco GmbH, Germany	9L10a	49845	Euro-Transfers Sp. z o.o., Poland	10L53
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48915	EMAGNETS - Magdalena Pliszka, Poland	9K23	42720	Falk & Ross Group Europe GmbH, Germany	10H60
47306	EMCO Bau- und Klimatechnik GmbH & Co. KG, Germany	12B14	43144	FARE - Guenther Fassbender GmbH, Germany	12D40



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47960	Feniks Sp. z.o.o., Poland	9H44	46706	Herbalind GmbH, Germany	11K23
44673	Festartikel-Müller GmbH, Germany	10L45	49978	Herforder Werkstätten GmbH, Germany	12C13
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47463	Francos GmbH - Image-Cosmetics & More, Germany	12F02	48617	IDEA GROUP IGM SRL, Italy	12K24
41853	Frank Bürsten GmbH - Bürstenfabrik, Germany	9E24	47022	Idee & Design GmbH & Co. KG, Germany	11E46
49385	Fuchs-Display GmbH, Germany	12C20	49183	IDentiks Card and RFID solution, Slovenia	12K03
46428	GALKO d.o.o. - Inh. Bozidar Ledinko, Croatia	11C60	45193	ID-Sneakers - BrandYourShoes SL, Spain	10G12
48178	Gasienica pl s.c., Poland	12G39	PSI Partner	iENA Messe - AFAG Messen und Ausstellungen GmbH, Germany	12G48
41615	Geiger-Notes AG, Germany	11D65	47278	IFC Papillon C.V., The Netherlands	10G66
48575	Geoman Bulgaria Ltd - Kaliman Mechkarov, Bulgaria	11C58	48770	Ilpen Kalemçilik Plas. San. Tic. Ltd. Sti., Turkey	9D21
47324	Get Impressed srl, Italy	11F38	48513	Image Kompagniet APS, Denmark	10H63
49657	Gewolix GmbH, Germany	11C17	44740	Impliva B.V., The Netherlands	10H02
47578	GIMEX melamine plus GmbH, Germany	9D41	48038	In-Crystal GmbH, Germany	9L31
45737	Giving Europe B.V., The Netherlands	12F12	44898	Jaan Ingel AB, Sweden	9K28
45192	Glasmark Sp. z o.o., Poland	9C35	PSI Partner	Innovation Area, Germany	12G48
46629	Glassner Werbeuhren GmbH, Austria	11N06	46924	INNOVATIONS-FORUM - c/o InnoFo UG, Germany	12G48
49420	GOBILAB SAS, France	11B26	42907	INPRO SOLAR SYSTEMS - Inh. Georg Huber, Germany	9K08
43242	GÖCKENER GMBH, Germany	9D51	49168	Inspiron GmbH, Germany	11D20
40969	Jakob Göschl GmbH, Germany	9F07	49160	INTERDRUK SA, Poland	12L30
45829	Goldstar Europe - National Pen Limited - VP Marketing Europe, Ireland	11F16	48746	Interflor24 - Fantasia Blumen Im- u. Export GmbH, Germany	12K01
44615	Golfball Bußjäger - Florian Bußjäger, Germany	11E76	44894	Intermax d.o.o., Croatia	9G44
47707	Goprom Handelsgesellschaft mbH, Germany	11K33	44894	Intermed Asia Ltd., The Netherlands	11B75
46517	GORENLER A.S., Turkey	9D02	43540	International Area, Germany	9M08
46895	Gottschalk B.V., The Netherlands	9D34	46272	Intraco Trading bv, The Netherlands	10C82
49829	GP Italia SPA, Italy	10L21	45893	Invento Products & Services GmbH, Germany	10M10
47197	GPE A. Ardenghi srl, Italy	9H08	42567	i.p.a. Sweets GmbH, Germany	11D02
49095	GPS Spa, Italy	12G21	46848	i.p.a. cosmetics GmbH, Germany	11D02a
49806	Graewer Hightech & safety Solutions GmbH, Germany	11N26	PSI Partner	Ipekür Textile Clothing Co. Ltd., Turkey	9G02
49359	Graffiti Print - Saturnin Zukowski, Poland	10L25	48349	IPSA powered by PSI, Russia	9M08
47265	GRASPO CZ, a.s., Czech Republic	11H08	44613	GOLD PUZZLE COLLECTION, Turkey	9F01
48277	Green Earth Products - Inh. Helga Nederhoed, The Netherlands	11A46	48357	IssueTissue® - IssueTissue bv, The Netherlands	11A26
45199	gripOne® Vertriebs GmbH, Germany	12L22	49346	IVB TransferDruck GmbH, Germany	9D19
48623	GSE GmbH, Germany	12A11	47696	Jaguar Tomasz Chwilowicz, Poland	10H75
45860	Gutsweine Zimmermann GmbH & Co. KG, Germany	9M29/L50	47258	Jamara e.K. - Manuel Natterer, Germany	12D07
46944	Gutting Pfalzndel GmbH, Germany	12K52	45898	Jasani LLC, United Arab Emirates	10L16
49105	GWIPES - Tsousidou Efronini, Greece	11A82	49180	JAVRO 2 Sp. z o.o., Poland	11H15
49974	Half Budget Rus LLC, Russia	12K44	49147	J.H. Tönnjes GmbH, Germany	9M21
45666	Halfar System GmbH - Rucksäcke und Taschen, Germany	11N29	48033	Jingli Can Europe GmbH, Switzerland	9F35
49342	HanseFlag GmbH, Germany	12D40a	49895	Joseph Joseph Deutschland GmbH, Germany	12G30
42765	HAPPY bvba, Belgium	9K51	41990	Joylu Sport S.L., Spain	10F50
48777	Happy Gifts Europe Sp. z.o.o., Poland	11A18	49767	Joytex GmbH & Co. KG, Germany	11F08
44954	happyROSS GmbH, Germany	12G27	41170	J.S. Fashion GmbH, Germany	10L39
48569	Hardwork International Trading S.L., Spain	11F49	41545	JÜSCHA GmbH, Germany	9G49
47160	Hauff Schreibgeräte GmbH, Germany	9D24	46530	JUNG BONBONFABRIK GmbH & Co. KG, Germany	12D33, 9L32
PSI Partner	Hauptzollamt Düsseldorf, Germany	11L73	48245	Jute e Co. Italia SRL, Italy	11A09
49953	HC Organize Tekstil San. Tic. Ltd. Sti., Turkey	9M02	49132	JUTEKO GmbH, Germany	10G02
48313	Headwear PL Sp. z.o.o. Sp. J., Poland	10D17	49956	Kahla/Thüringen Porzellan GmbH, Germany	11H21
46612	HELLMA Gastronomie-Service GmbH, Germany	11A66	42706	Kalenderteam 365 GmbH, Germany	11D48
		9L42	48417	Kalfany Süße Werbung GmbH & Co. KG, Germany	11D42
			46232	Kamp Europe BVBA, Belgium	10M09
				Kandinsky Deutschland GmbH, Germany	10C21

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48037	Karcher AG, Germany	12F44	46386	Matterhorn Sverige AB, Sweden	12B09
47464	Karlowsky Fashion GmbH, Germany	12D40e	49572	MAVIYEL AMBALAJ TEKSTIL SAN. VE TIC. AS., Turkey	10D16
49628	KATHI Rainer Thiele GmbH, Germany	9L46	46457	MAXEMA Srl., Italy	10F82
49194	Bäckerei Lieberwirth - Inh. Jörg Lieberwirth, Germany	11M29	46503	MAXIM Ceramics GmbH - Maxim Ceramics GmbH, Germany	9B13
49972	Keskin Color Kartpostalçılık A.S., Turkey	9E27	48690	Maxima Sports B.V., Pakistan	10G23
46131	KHK GmbH, Germany	12E52	43332	Maximex Import - Export GmbH, Germany	10C02
49272	kinderleicht GmbH, Germany	9L16	47483	MAXX Factory GmbH, Germany	10F08
49941	Klara Gardening d.o.o., Croatia	12K16	42020	mbw® Vertriebsges. mbH, Germany	12D40d
49319	Klaus Stephan GmbH, Germany	9L15	49149	MCC BARTLOMIEJ PAKULA, Poland	11E53
43358	KLEEN-TEX INDUSTRIES GMBH, Austria	10M74	49967	MEDIACONCEPT SRL, Romania	9E35
40823	Klio-Eterna Schreibgeräte GmbH & Co KG, Germany	10F23	49850	Megalens Matbaacılık Turizm - San. ve. Tic. Ltd. Sti., Turkey	9B50
41614	KM ZÜNDHOLZ INTERNATIONAL - Karl Müller GmbH, Germany	10M02	49889	Meltem Tekstil Sanayii ve Ticaret Kollektif, Turkey	10L02
48108	KMS Kaffitz Medienservice GmbH, Germany	11A34	49776	METE PLASTIK SAN. ve Tic. A.S., Turkey	9E38
47732	PHU KODER II S.C. Leokadia i Waldemar Sikora, Poland	9C28	41836	meterex - Karl Kuntze (GmbH & Co.), Germany	11D81
49954	Kölner Dom Spekulativ® - Inh. Claudia Korn, Germany	9L40	41680	METRICA SPA, Italy	10G17
44071	Könitz Porzellan GmbH, Germany	10C10	49018	Michael Schiffer Promotion GmbH, Germany	11D74
42087	Kössinger AG, Germany	10D72	41581	Michel Toys - Handels-GmbH, Germany	9G50
48926	Kolekcja - Halina Namisl, Poland	11A30	43444	Edwin Mieg oHG, Germany	9C22
47406	koziol »ideas for friends GmbH, Germany	12D24	47780	Mimaki Europe B.V., The Netherlands	12B17
46770	KREITER GmbH - SIZZPACK, Germany	9D16	49740	Mister Lanyard Nederland B.V., The Netherlands	11C79
47203	Krüger & Gregoriades Im- + Export GmbH, Germany	9B48	46992	Mister Transfer.com - c/o Gradus, Germany	10H82
49933	KUMACO GmbH, Germany	9B47	48364	MIYO MENDIL VE GIDA SANAYI DIS TICARET LTD STI, Turkey	9B37
44546	KV&H Verlag GmbH - Der Kalenderverlag (Harenberg, Heye, Weingarten), Germany	11K74	49997	MIZU Europe BV, The Netherlands	11K23
49411	KW open promotion consulting & trading GmbH, Austria	9F37	44940	MK-Haushaltswaren - RICOLOR - Thomas Mayr-Kiessling, Germany	9F27
49872	Landgarten GmbH & Co. KG, Austria	9L50	47798	MKM media - Verlags- und Medienproduktionsges. mbH & Co. KG, Germany	11A48
49291	LASERPIX GmbH, Germany	11H22	49431	MMG Flags - MMG Wesolowski Rafal, Poland	9E45
48924	LÄTZ FÄTZ - Baby-Werbeartikel - Inh. Silke Strelow, Germany	12G45	48784	Modal BRG Örgü Dokuma Tekstil - Sanayi Ve Ticaret Ltd. Sti., Turkey	9E19
49438	Lema Krzysztof Jan Buszko, Poland	11B52	49886	Modern Forms - Marcin Bosek, Poland	10E47
40717	Lensen Toppoint B.V., The Netherlands	12H10	48679	Moleskine SRL, Italy	11F52
46175	LEUCHTTURM ALBENVERLAG GMBH & CO. KG, Germany	11K15	49322	Moon (Clothing) Ltd, United Kingdom	10L78,
47605	LEVETTA S.r.l., Italy	9H37			10D26
47741	LGP GEM LTD., United States	12H31	47988	Moosmayr Ges.m.b.H, Austria	10M20
44862	Licefa Kunststoffverarbeitung - GmbH & Co. KG, Germany	10F18	49772	mowi tec GmbH, Germany	12G51
49677	LIKOR EAST-WEST PROMOTION - Inh. Kornel Frankowski, Poland	9K19	46708	moynd GmbH, Germany	12H01
48548	LILALU GmbH, Germany	11B57	48471	MrDISC - c/o Digistor Deutschland GmbH, Germany	11C70
47192	Linarts s.r.o., Czech Republic	9L01	48646	M+S Textilhandel e.K. - Inh. Sohail Mushtaq, Germany	10K44
Promo Alliance Member	Liquid Lens Systems Ltd, United Kingdom	10G19	47774	Müller Werbemittel GbR - Andreas & Matthias Müller, Germany	10M01
49756	Living Bytes GmbH - Die Markenvertretung, Germany	12L02	45974	Multiflower GmbH, Germany	10C16
49985	Logicca Ltd., Serbia	12C17	48938	Münder-Email GmbH, Germany	12G41
49745	LogoHocker - ME:SCH GmbH, Germany	11L74	44983	Murat Tekstil, Turkey	10M21
43208	Logolf Line B.V., The Netherlands	9L23	47673	myfitmix GmbH - Gesunde Werbung, Germany	9G43
46104	logolini Präsenste - Fickenschers Backhaus GmbH, Germany	9C44	49948	MYRIX GmbH, Germany	12C08
49707	Loop Nation - Inh. Manuel Ferrai, Austria	10M54	49853	NAPKIN S.R.L., Italy	10D48
47355	Lucrin Ltd., Switzerland	11M21	49462	Nastrotecnica SRL, Italy	10L45
48100	Lufi Expressz Kft., Hungary	9B33	47956	NAV Enterprise LLC - AK Cosmos Exports, United States	9C36
49786	LuggageMate BV - Smart Travel Goods BV, The Netherlands	10C81	49937	NEOLID SAS, France	11M20
46414	Lynka Sp. z o.o., Poland	10D42	41816	Nestler-matho GmbH & Co. KG, Germany	12D02
44488	S R BROTHERS - M & N Group Limited, United Kingdom	10D62		PSI Neuheitentasche / PSI Novelty Bag, Germany	12C49,
40909	MACMA Werbeartikel OHG - Import-Export, Germany	11D58,			Eingang Nord
		11D66	45411	Neutral.com - Fun Tex Clothing Co. ApS, Denmark	10F12
PSI Media Partner	656 Editions - C!MAG, France	9M22	PSI Media Partner	New Business Verlag GmbH & Co. KG - markenartikel, Germany	9M22
41617	MAGNA sweets GmbH, Germany	12D48	49191	New Free Look LS d.o.o., Serbia	12K18
44833	Mahlwerck Porzellan GmbH, Germany	11K09	49991	New-Gen-Promotion GmbH, Germany	11C76
48283	Maikii s.r.l., Italy	10H24a	49206	New Idea Crafts GmbH - City Airport Bremen, Germany	9M19
47096	Makito Promotional Products - CATAL IMPORTACIONES S.L., Spain	10C65		Newcomer Area, Germany	Halle 11 & Halle 12
46913	MALGRADO fashion & promotion GmbH, Germany	10L57	46376	J.G. Niederegger GmbH & Co. KG, Germany	10D09
42884	M.A.P.S. GmbH - Mach Art Promotion Service, Germany	11D52	45981	NOEX spółka z ograniczoną odpowiedzialnością sp.k., Poland	9E06
40755	Marbo-Werbung - Norbert Bokel GmbH, Germany	12G29	48835	Nomar - Maria Skrzypek Nowak, Poland	12H37
49092	MARIP-Werbelebensmittel - Inh. Matthias Rippert, Germany	11N03	45224	Nordhorn Sp. z o.o., Poland	10H34
49006	Mart Spółka z ograniczoną odpowiedzialnością Sp.k., Poland	9G45	46249	Nostalgic-Art Merchandising GmbH, Germany	10L11
49181	MART'S BAGS - Martyna Konowrocka, Poland	12K28	46403	NOTEDECO Spółka z ograniczoną odpowiedzialnością Spółka Komandytowa, Poland	10H33
45721	Masas Decorative Metal Packaging, Turkey	9E21	49179	NOVATEX GmbH, Germany	12H02
43478	Masquant, S.L., Spain	9K10	42719	Nürnberg-Spielkarten-Verlag GmbH, Germany	9B22
45014	Master Italia SPA, Italy	10F60			

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45998	O-Square GmbH, Germany	9B35	49190	PPH Batkiewicz - Sp.J. M.J.G.S. Batkiewicz, Poland	11C69
49971	ODM Ortenauer Druck Manufaktur GmbH, Germany	12M02	48685	PR Tryck AB, Sweden	9G16
PSI Business Partner			49600	PRECIOSA BEAUTY s.r.o., Czech Republic	11H47
43341	Editions OLEFFE S.A., Belgium	10M42	49175	Premier Group sp. z.o.o, Poland	12H16
PSI Media Partner			48248	Prinopa GmbH, Germany	11M02
	OOH magazine Sp. z oo - OOH Magazine, Poland	9M22	49286	Print Tattoo by Stainer, Austria	11C51
49663	Orakel bvba - Inh. Dirk Spooren, Belgium	9F24	48126	Printfield Sp. z.o.o., Poland	10H70
46305	ORIGINAL LANYARDS - sdi publicidade lda, Portugal	9E08	49893	Printspaul GmbH & Co KG, Germany	12K48
49709	Ortmanns GmbH, Germany	12B18	48224	ProductIP B.V., The Netherlands	12L20
49791	Özen Promosyon ve Reklam San. Tic. Ltd. Sti., Turkey	9C01	48727	Promedya Tanitim Matbaacilik Montaj - San. ve Tic. lth/lhr. Ltd. Sti., Turkey	9C02
49914	Pacific Market International, LLC, The Netherlands	9L24	PSI Partner		
45288	Pacor Pamerio BV, The Netherlands	10D10		PromoAlliance, Germany	9M20
47226	PAD'S WORLD, S.L. - InterMouse, Spain	9G37	48917	Promo-House s.c. - T.Lukasik W. Lukasik, Poland	9G17
47378	Paper + Design GmbH tabletop, Germany	9M15	46124	PromoNotes Sp. z o.o., Poland	11D34
49988	PAPIRUS UNIVERSAL LLC, Ukraine	12A25	49627	Promoteus 1000KOZ, s.r.o., Czech Republic	9C33
48815	PartyBox Europe Ltd, Hungary	9B33a	48075	PROMOTION4U, The Netherlands	10C22
45999	PASSATGUMMI - Schreven GmbH & Co. KG, Germany	11L01a	PSI Media Partner		
47678	Paul Stricker, SA, Portugal	11F02		PromZ Pavilion, The Netherlands	12C37 - 12D53
49913	PB Reklam ve Kagit ürünleri - San.Tic. A.S., Turkey	10G58	49719	Przedsiębiorstwo Handlowo-Uslugowe MTJ - Malgorzata Jerz, Poland	11H17
49608	Pelikan Vertriebsgesellschaft mbH & Co. KG, Germany	9C27		PSI Institute Competence Area, Germany	9N40
45291	PIKO Spielwaren GmbH, Germany	11K21		PSI eBusiness, Germany	9M22
46925	Pins & mehr GmbH & Co. KG, Germany	11H12		PSI Fair Trade Café powered by Mahlwerck, Germany	9M30, 910L67, 11N57, 12B46
49515	Pixika Deutschland GmbH, Germany	11M17		PSI Distributor Team, Germany	9M22
PSI Partner				PSI Institute Competence Area, Germany	9M22/9M40
47992	HENOSA-PLANTANAS GROUP GmbH, Germany	11G60		PSI Institute Praxis Forum - PSI Institute Best Practice Forum, Germany	9M28
40637	Plastoria S.A., Belgium	10C72		PSI Medien, Germany	9M22
49184	Platinum Promotion S.C. - M. Jurkiewicz P. Hoffmann, Poland	11C41		PSI matchmaking Lounge, Germany	9M22
41565	KP Plattner GmbH, Austria	11A54		PSI Media Lounge, Germany	9M22
42210	Pulsfile t/n Hudson Wells Ltd, United Kingdom	9A28		PSI Merchandising and Licensing Lounge, Germany	11M32/N45
49765	PNG 1962 Ltd, Bulgaria	10D22		PSI Best Practice Island Digital Printing	10H03
47949	PNY Technologies Europe SAS, France	9H43		PSI Best Practice Island Laser	10G67
45196	Poligrafica Industriale SRL, Italy	9K36		PSI Best Practice IslandScreen Printing	10G18
49402	Polskie Karty sp. z.o.o., Poland	9C14			
46596	POLYCLEAN International GmbH, Germany	9D27			
49583	Pons GmbH, Germany	12H48			
PSI Media Partner					
	Pop Up Media Srl - Promotion Magazine, Italy	9M22			
49748	PowerCubes, The Netherlands	13C38			



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	PSI Best Practice Island Embroidery	10M25	48862	Scrikss Kalem Kirtasiye ve Ofis Malz. San. AS, Turkey	11F65
	PSI Best Practice Island Flocking	10G42	48094	SCX DESIGN SA, France	11N24
	PSI Sustainability Awards, Germany	9M40	48834	SDI gifts s.r.o., Czech Republic	12M34
	PSI Tea-Lounge - powered by HENOSA-PLANTANAS		45297	SDX Towels Sp. z o.o., Poland	12K32
	GROUP GmbH, Germany	11G60	45782	S.E.A. GmbH - Sport Evenmanagement Agentur, Austria	10L22
49831	Pubblipiel Ricciarelli SNC, Italy	11G12	46097	José Albero Puerto, S.L. - Secaneta, Spain	11K02
49560	Publik d.o.o., Serbia	12F26	49961	SecuFerro B.V., The Netherlands	11B68
48954	Pusula Basim -		49025	Porzellanfabriken Christian Seltmann GmbH, Germany	9K07
	(Pusula Cizgi Altı Basım San. Tic. Ltd. Sti.), Turkey	9B38	44970	SEMO Deutschland GmbH, Germany	12F30
41980	quatron design GmbH, Germany	11K81	41838	SENATOR GmbH, Germany	11D11
42109	Quickbutton Badges AB, Sweden	9H20	47576	SERIPRESS SAS, France	10K26
49331	R3D, LDA, Portugal	9K37	49196	SEVEN LAST MUSE SRL, Romania	11G45
48056	Ral Tekstil A.Ş., Turkey	10H81	46674	SI International S.A., France	9F45
41829	Rastal GmbH & Co. KG, Germany	11F45	45191	Siband KTA. pl Hrankowska i Kanas Sp. J, Poland	12K36
44741	RASTER - R. Nowak i S-ka S.J., Poland	9A34	44885	Heinrich Sieber + Co. GmbH + Co. KG - Fabrizio, Germany	9C47
46434	Raxy Line Srl, Italy	11F12	49099	SIGG Switzerland Bottles AG, Switzerland	12B33
	PSI Rebooking 2019	Conference	49792	Silli Products GmbH, Germany	11N76
		zone hall 10	49973	SILVER COIN (UK) Ltd., United Kingdom	11B27
46051	REDA a.s., Czech Republic	11F31	43807	SIPEC S.P.A., Italy	12D17
46261	reeko design a division of Carstensen		46405	SIPLAST Siegerländer Plastik GmbH, Germany	9D44
	Import-Export Handelsges. mbH, Germany	10F72	45356	Sitpack ApS, Denmark	9F13
46970	RefiAktive Thomas Wassmann, Germany	9H34	48301	SL Lederwaren BV, The Netherlands	11H57
42487	REFLECTS GmbH, Germany	12B02,	49070	Slm SRLS, Italy	11A11
		12B08,	46325	Slodkie Upominki, Poland	12D13
		12C15	48634	SM DOKUMA KONFEKSIYON SAN.TIC.LTD.STI., Turkey	9E02
PSI Media			48120	SMP Marka Pazarlama - lth. Ihr. San. Tic. Ltd., Turkey	10K18
Partner	SerGraf Grupo Editorial, S.L. - Regal Difusyo, Spain	9M22	49319	smrter - Klaus Stephan GmbH, Germany	9L15
42130	Regine IQtrim GmbH, Germany	10H29	45567	SND PorzellanManufaktur GmbH, Germany	12D40c
47182	Reisenthel Accessoires GmbH & Co. KG, Germany	11K59	47752	SOCCER FIRST - Inh. Axel Fraunholz, Germany	11E70
48510	Reiter Polska Sp. z o.o., Poland	11K44	PSI Business		
48273	Retap ApS, Denmark	9D07	Partner	Societe D'Education et de Flockage SAS, France	10G42
49888	Reviermanufaktur GmbH, Germany	11N13	43917	Sofrie S.A. - ADDEX design, France	10C30
40884	Richartz GmbH, Germany	11B46	47104	Softreflector LLC, Estonia	9D10
44940	RICOLOR - MK-Haushaltswaren -		41288	Sompex GmbH & Co. KG, Germany	11M47
	Thomas Mayr-Kiessling, Germany	9F27	47677	Sopp Industrie GmbH, Germany	9L37
42084	Gerhard Riegraf GmbH + Co. KG - Tresor Verlag, Germany	9D50	42580	Special Things BVBA, Belgium	10M64
41211	rio Ballfabrik e. K. - Inh. Gunnar Fuchs, Germany	9F08	49668	SPINDLER GmbH, Germany	11E29
44508	Ritter-Pen GmbH, Germany	11D75	49796	SPLASH-UP - Printbox Sprl, Belgium	10H82a
47847	Rösler Ceramtec GmbH, Germany	9E53	47019	SPÓLNOTA - Drzewna - Spółdzielnia Pracy, Poland	12C18
48130	Roland DG, Germany	9D49	41462	Spranz GmbH, Germany	10F02,
49585	Roll'eat - MARCADIFERENCIA S.L., Spain	11B33			10F09
47729	Roll-Over sp. z o.o., Poland	10D15	47909	SPRINTIS Schenk GmbH & Co. KG, Germany	11M33
49189	Roth GmbH, Germany	9F23	42932	SPS (EU) Ltd, United Kingdom	10M31
47430	RO-WE SNC DI Brusaterra Roberto & C., Italy	9D20	43836	STABILA Messgeräte - Gustav Ullrich GmbH, Germany	11C58
49798	InsideOut Luxury B.V. - Royal Blue Collection,		43287	Schwan-STABLO Promotion Products	
	The Netherlands	12K30		GmbH & Co. KG, Germany	9L49
49897	Royalumbrella In One Day Pawel Szlafka, Poland	12L16	41108	STAEDTLER MARS GmbH & Co. KG, Germany	12F49
47489	Safe Pocket® - Ad-corner S.A., Luxembourg	11B65	49286	Stainer Schriften und Siebdruck GmbH & Co. KG -	
49976	Safe Reflector Ltd, Lithuania	9G19		Print Tattoo by Stainer, Austria	11C51
48553	Safety Reflector Finland OY, Finland	11B24	42183	STANDARDGRAPH - Zeichentechnik GmbH, Germany	11E54
49182	Safewithme Oy, Finland	9L20	47785	Margarete Steiff GmbH, Germany	12H24
49198	SALSA GmbH, Germany	12K42	45280	Stiefelmayer-Contento GmbH & Co. KG, Germany	10H01
48152	Salzmanufaktur Siegsdorf -		45328	Stilolinea Srl, Italy	12G35
	Landkaufhaus Mayer GmbH, Germany	9A48	PSI Media		
47799	Samoa Regenponchos e.U., Austria	10G62	Partner	Vakbladen.com - Stitch & Print International, The Netherlands	9M22
48847	Samsonite GmbH, Germany	11K38	44974	Storm Textil - Niels Storm, Denmark	10F55
46551	Sanders Imagetools GmbH & Co. KG, Germany	12B36	45204	Stormtech Europe Ltd., United Kingdom	10M45
49768	SANDINI GmbH, Germany	12H51	49820	STP Stone Paper Products GmbH, Germany	11M10
46525	Sanjuan Hermanos, S.A., Spain	11D57	49382	Studio 55 International GbR, Germany	12F46
41005	sattler + co Lederwaren - Inh. E. + W. Faber GmbH, Germany	12L44	43053	PUSTEFIX GmbH - SUCCESS Werbung -	
49199	SC ATELIERELE UNIKA SRL, Romania	11E35		PUSTEFIX Seifenblasen, Germany	9C21
47331	SC VANESICA FRESH SRL, Romania	9K16	48447	SUITSUIT International BV, The Netherlands	11C52
PSI Partner	ScandiBase - by BEYER GmbH, Germany	9M12	49077	Supair Drive AG, Switzerland	11N65
49000	EPIC - Scandinavian Travelinnovation AB, Sweden	11F75	41032	Suthor Papierverarbeitung - GmbH & Co KG, Germany	11L01
47541	Rudolf Schaffer Collection GmbH & Co.KG, Germany	9A14	44998	Sweetware GmbH & Co. KG, Germany	11F82
43416	Schneider Schreibgeräte GmbH, Germany	10H41	48816	Swiss Mountain Hand Bags ABC GmbH, Switzerland	11H38
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Since the PSI was established, there have been proponents and critics. Thank God the proponents are head and shoulders in the majority. Every year, an average of 1,000 exhibitors from Germany and abroad have been exhibiting at the PSI, for more than 50 years. In 2017, the trade show had, believe it or not, a total of 18,000 visitors. This trade show is not only the largest in Europe, it is also the most attractive in the world. At least that is claimed by those who visit trade shows of the promotional product industry all around the world.

I confidently maintain that the PSI has never been as good as it is today. It has never been so multifaceted, so modern, so informative and so popular. This is, of course, primarily the success of the exhibiting companies. As a trade show team, we can realise ideas and initiatives, but others must come up with the ideas and take the initiatives. There are numerous wishes that have been communicated to us from outside. For a number of years, the desire to present this beautiful, colourful advertising world to our industry customers has repeatedly been expressed. We have witnessed politicians walking through the aisles with amazement and increasing respect. However, we were only able to realise this wish when the idea was born to allow only industry customers who had been invited by their distributors. That was the chance to make the promotional product visible a large user community in its entire splendour – yes, I mean that quite literally.

In the run-up to the PSI 2018, we have teamed up with various groups in the industry to optimise the Industry Customer Day: for exhibitors and distributors. We have held extensive discussions at distributor meetings with a total of over 100 participants. We have held discussions and provided advice with the Trade Show Working Group and Advisory Council on several occasions. In addition, insights have been gained from countless phone calls that my team and I have had during the year. This has resulted in a list of issues that will be improved in 2018. Logically, not all proposals could be implemented. In some cases, the organiser is also bound by the concept of the trade show as seen from a purely legal point of view. But one thing was clear after all these discussions: the vast majority of our members want this concept and want a PSI that is oriented towards the future. This alone must be our benchmark.

So let us look forward to the PSI 2018. Everyone including my team and the teams of the exhibitors are already working tirelessly behind the scenes. We are particularly looking forward to seeing you and hearing your opinion in the future.

Kind regards,

Michael Freter
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Managing Director PSI
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2 / 2017



Simply unmistakable

What makes brands distinctive? The memorable name. The striking logo. The unique image. The catchy sound. But also the messages and promises which accompany the brands. All this supports their credibility, sharpens their profile and makes them unmistakable. Building and maintaining a strong brand is an investment in the future as it opens up long-term prospects. And, of course, this also applies to brand products which are used as promotional products and which we place our design products alongside in our selection. Another focus is on the presentation of promotional products from the area of 'cosmetics and body care'.

Please give some thought to the product theme of the January 2018 issue (magalogue) with the theme group "New products at the PSI Trade Show 2018" and send your product presentations (image and text) not later than 6 November 2017 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de

Laser inscriptions par excellence

The promotional product industry should take note of the small town of Ballstadt in the local authority of Lehrberg. For it is the home of beLaser, the specialist for laser inscriptions and laser engraving. In 2017, the company participated at the PSI for the first time. And their precision work will be demonstrated again at the trade show in 2018. The movers and shakers behind beLaser are Ronny Baumert and Thomas Biewald. We will be looking behind the scenes of these laser specialists in our next issue.



Vibrant trade show autumn season

The second half of the year is considered to be the time of increased activities with regard to the important end-of-year business. In view of this high-growth phase, suppliers present their new product ideas to promotional product distributors and consultants who, in turn, gives their advertising customers a glimpse of the promising innovations and trends for marketing activities. We look back at some notable product presentations of this industry autumn season.



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