

# PSI EUROPE

**PSI Journal**

International Magazine  
For Promotional  
Products

December 2017

Volume 56



**Armin Rigoni**

Heri-Rigoni  
and emotion factory  
The perfect complement

**PSI 2018**

Spotlights on  
for promotional fashion

**Product Guide**

Brand-name and  
design products  
Cosmetics and body care

**beLaser**

Laser inscriptions  
par excellence



Sustainable promotional textiles as a statement

# Not a matter of price



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## Editorial

# Progress is change



ut there, the Rhine flows calmly to the north. I am sitting on the train enjoying probably the most beautiful European river landscape. This river reveals all its charms between Rüdesheim and Koblenz. Villages, castles and colourful shores are reflected in the shallow waves. The Rhine has all the time in the world. It has been digging its bed for millions of years and is far from finished. One automatically begins to ponder. Thoughts arise about the end of the year.

2017 was not an easy year for the promotional product industry. But what is an easy year in this day and age? Digitalisation is changing the world faster than any technical development has ever done. Almost nothing is the same as it was 10 years ago. The pace in business has increased dramatically. E-mails, SMS messages and WhatsApp messages set the pace of our day. The fast eat the slow. The international the national. The big one the little one. Yes, that is the picture in black and white. But somehow many people feel that way and do not really know how to handle it – even in companies.

The reactions differ greatly: One rolls up his sleeves and tries to reach the front of the train. Others appear to be doing the same but are actually going up and down on the spot. Others feel left behind in carriages that have landed on a separate track. And there are the ignoramuses who refuse to recognize the obvious. For them there is only one guilty party and that is always the other one. No, this is not an arrogant classification of people. Everyone experiences this in their personal surroundings, and also at their workplace. That is the way man is, that is how we all are. We say one thing, then another. Depending on the topic, depending on the task. Sometimes courageously, sometimes anxiously.

The promotional product industry is also changing. Challenging for some, scary for others. The train is not speeding yet, but it has picked up speed. New players are getting involved, investors are forming new companies, digitalisation is affecting all business segments and industry sectors are becoming increasingly blurred. Progressive minds who want to shape the future are at loggerheads with those who think they can turn back time and let the Rhine flow uphill. This is the case in many industries – a reflection of society.

Thankfully, the brave and the determined will be the ones who prevail, shape change and the face of the industry. The coming years will determine where the road ahead for many companies lies. This also applies to magazines and publishers. Let us be brave. The future has never been shaped by the fainthearted.

In this spirit, I wish you a merry Christmas and a Happy New Year, and hopefully an exciting year.

**Manfred Schlösser | Editor-in-Chief PSI Journal**

**Your opinion: [schloesser@edit-line.de](mailto:schloesser@edit-line.de)**

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Die Handschrift der Werbung



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## PSI 2018: Spotlights on for promotional fashion

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The latest PSI has again shown that advertising and fashion are not in any way mutually exclusive. And the trade show in the fashion metropolis of Düsseldorf has long been regarded as a hub for trendy promotions. The trade show planners at the PSI have taken this into account and are now dedicating an entire hall 10 to this theme.



## Sustainable promotional textiles as a statement

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Initiatives such as the PSI Sustainability Awards as well as political pressure reinforce the trend towards more ecological and social responsibility. Enormous market opportunities are emerging here for textile printing companies as well as for distributors.

## Heri-Rigoni and emotion factory under one roof

92

With the acquisition of the emotion factory brand in July 2016, the product portfolio of Heri-Rigoni – well-known producer of stamp pens – was expanded enormously with the advertise & grow product segments. The integration has been successful and has lived up to all expectations.



## beLaser: Laser inscriptions par excellence

96

The promotional product industry is well advised to take note of Ballstadt. For here is the headquarters of beLaser, the specialist for laser inscriptions and laser engraving. In 2017, the company participated at the PSI for the first time. And in 2018, their precision work will again be demonstrated at the trade show.



# All services at a glance: This awaits you in hall 9 stand 9M20–9M40.

## 1 PSI Sustainability Awards

Promotional products and sustainability are not a contradiction in terms: here you will find all the information about the winners, recommended products, participants and how you can become a part of PSI Sustainability Awards 2018.

## 2 Intertek Holding Deutschland GmbH

Competent consulting on quality assurance for your product as well as consulting regarding reducing risks during manufacturing- and logistics processes.

## 3 PSI First Area

See all 50 product premiers at our PSI First Area – competently advised by our PSI Sourcing Team. You can choose your favorite and innovative product and win a tablet in the process.

## 4 PSI Fair Trade Cafés powered by Mahlwerck Porzellan GmbH

Do you need a time out while enjoying selected coffee specialties? Than get spoiled at the PSI Fair Trade Café powered by Mahlwerck Porzellan GmbH. Here you will have the best opportunity to relax and network.

## 5 PSI Best Practice Forum

Listen free of charge to German and English lectures on such topics as sustainability, techniques and tactile features and learn about the latest trends and innovations in the industry.

## 6 PSI Media Lounge

Be inspired by browsing trade magazines of our more than 25 media partners and the latest PSI Journal or come to recharge your energy and network in our comfortable PSI Media Lounge.

# Welcome

# to the

# PSI Institute Competence Area

## Hall 9, Stand 9M20–9M40



## 7 PSI Distributor Sales

The PSI distributor team will be glad to help you with questions concerning the topics membership, products and services.

## 8 PSI Cross Media

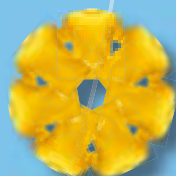
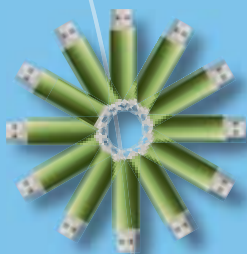
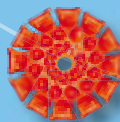
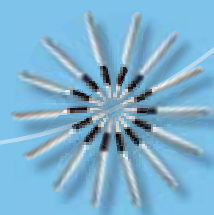
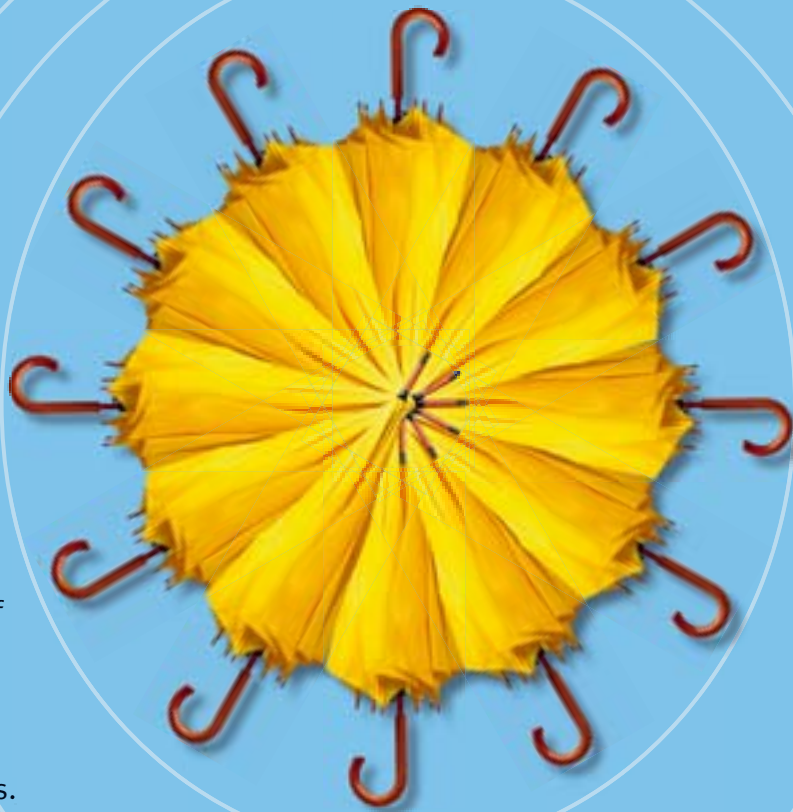
Find out about PSI various marketing and sourcing tools and collect your personal copy of the PSI magazines, IMPACT and directories.

## 9 PSI eBusiness

Here you will find your experts for PSI eBusiness. As a supplier, we can advise you on how your product is presented in an optimal way on the Product Finder 3.0. Distributors receive information on how to source new products in an optimal way.

## 10 PSI matchmaking Lounge

Do you have important appointments at the show? Capitalize this ideal setting for the B2B appointments you have conveniently made beforehand using the PSI matchmaking tool.



# Promo World

# PSI

## 9 – 11 January Düsseldorf 2018

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# Missed the Trend?



If the term soul cycling has you scratching your head, if you suspect DIY is a new political party, if you have not yet made a social shopping trip, or if you do not wear a short Undone Bob, then you have probably simply missed one or the other trend in 2017. However, it is in the nature of things that trends come and go. After all, a trend describes a process of change. So, a new year, a new trend. However, this much be revealed at this point: according to freundin.de, unicorns and statement chains, which were in vogue in 2017, are out of fashion again in 2018. The promotional product, on the other hand, presents itself as timeless.



**Imaginative animal worlds are virtually unlimited in the promotional product industry, as evidenced by this crackling-cuddly example.**

**Crackling winged creature**

sigikid – H. Schnarrer & Koch GmbH & Co. KG • [www.sigikid.com](http://www.sigikid.com) • PSI 48311



**Even though statement chains will no longer be worn in the coming year, there are other ways to make a nice statement.**

**Fabulous glimmer of gold**

Max Grubba – Galerie Eldorado  
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# Passion.

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## Every year...

A test tube full of stars, bath salts for the body, mind and soul manufactured according to traditional methods – even in the promotional product industry christmas is a feast for the senses.

# Trend versus ritual

Granted: trends enrich the pages of this section. That is what their very name implies. During the year, we introduce numerous trends and show their relevance for the promotional products industry. For once, however, let trends be trends and, in keeping with the time of year, let us examine the contrary aspect: the ritual, i.e. a consistent, regular and repetitive procedure that is subject to a defined order. The fact that the promotional product industry not only uses trends outstandingly, but also knows how to pick up rituals in its own way, is shown by the selected articles.

## ...Christmas is in the industry's air

Christmas is a special haptical feast in the promotional product industry, too. Advent calendars in the form of a book that shows all the cubes forming a puzzle as soon as the book is opened or a plushy Santa Clause for a feastful mood in the office are only some examples.

#### Plushy Santa Clauses

**mbw Vertriebsges. mbH**

[www.mbw.sh](http://www.mbw.sh)

PSI 42020

#### Widely read Advent calendar

**Karl Knauer KG**

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

PSI 41794







**STYLE IS OUR BUSINESS!**

*daiber*

The latest PSI has again shown that advertising and fashion are not in any way mutually exclusive. And the trade show in the fashion metropolis of Düsseldorf has long been regarded as a hub for trendy promotions. Whether it be for leisure, sports or work, promotional textiles are in vogue. The trade show planners at the PSI have taken this into account and are now dedicating an entire hall to this theme: Hall 10, the textile centrepiece of the PSI 2018.

## Hall 10 focuses on textiles

# Spotlights on for promotional fashion



The centrepiece of Hall 10 is still the PSI TEXTILE AREA with its already legendary PSI CATWALK, the vibrant showcase for promotionally effective fashion and accessories.

Those who know the PSI and strolled through the trade show halls in the past could not overlook the fact that promotional textiles occupy a significant space in the colourful ranges of the advertising world. Numerous small and large stands and companies in the industry devote themselves to customisable clothing and accessories.

The major significance of textile promotional products is also clearly reflected in figures. The results of the current PSI Industry Barometer, which show that about a quarter of the promotional product distributors and a good 20 per cent of the suppliers state that they generate the highest turnover with promotional clothing, prove that textiles are the major contributor to sales in the promotional product industry. The last visitor survey also underlined the role of textiles as the crowd favourites, according to which more than a third of trade show visitors visiting the PSI had a concrete interest in promotional textiles and a total of 30 per cent wanted information on textile finishing possibilities.

### Fashion centre of the promotional product industry

The PSI will be responding to these significant facts at the upcoming trade show and is now preparing a special stage for this strong area of haptic advertising. From now on, Hall 10 will be the largest fashion centre in the promotional product sector. PSI Director Petra Lassahn also underscores this by emphasising: "There is clearly a focus on textiles in the promotional product sector. With the expansion of the Textile Area and new programme offerings, we are specifically addressing the interests of the visitors. We are thus offering manufacturers, distributors and finishers even more space to network and become familiar with new products and processes." And the trade show visitor who is interested in textiles now knows exactly where to head for. Hall 10 offers everything on this theme in a concentrated form cleverly "spiced" with several adequate premieres: the PSI now offers new forms of textile know-how alongside the tried and tested.





Hall 10 will be the largest fashion centre in the promotional product industry.

### PSI practice islands: lectures and workshops

Spread around Hall 10 are five new practice islands focusing on the subject of textile finishing. They provide detailed insights into the various types of textile personalisation through live presentations, lectures and workshops. Each of the islands is devoted to a particular finishing process, from classic screen printing to digital printing, embroidery, flock and laser. Of course, promotional product distributors also learn how the various finishing options can be combined to enhance the advertising impact. Anyone who wants to can also try out a personalisation process and thus combine knowledge and practice. The practice island initiative is supported by Stefan Roller-Aßfalg from Akademie für Textilveredelung, a PSI co-operation partner.

### Textile Discovery Tour

The "Textile Discovery Tour 2018" is also part of the programme for the first time. This addition also reflects the further increased importance of promotional textiles in the marketing mix of companies and, in the form of a kind of scavenger hunt, brings structure into the ever more extensive range of promotional fashion. With the help of the "Textile Discovery Tour 2018" pictogram in the hall plan, the trade show catalogue on the PSI website or in the social networks, those interested in textiles can make their way through the trade show on a route which will take them to the stands of exhibitors from the textile sector where they can learn more about their ideas, highlights and trends.

### PSI cotton educational trail: Everything about cotton

All good things come in threes: As a third novelty, the PSI is integrating a "cotton educational trail" into the special textile theme of the trade show, which will show the path from cotton to the finished product visually and haptically. With the help of short lectures, speakers will focus on topics currently relevant to the industry and provide useful knowledge about seals and certificates, the Global Organic Textile Standard (GOTS), Fairwear and Fairtrade. In addition, there will be valuable information on the added value of sustainable products from the perspective of marketing and sales.



Promotional textiles occupy a significant space in the colourful ranges of the promotional product world.

### Showcase for promotionally effective fashion

The centrepiece of Hall 10 is still the PSI TEXTILE AREA with its already legendary catwalk. Numerous renowned exhibitors and newcomers from the field of promotion textiles are grouped around the PSI CATWALK, the vibrant showcase for promotionally effective fashion and accessories. Professional models present the new products and highlights from the collections of manufacturers and suppliers in a variety of choreographies. Here visitors are given a vivid overview of the effect of fashionable promotional products. At the same time, the shows on the catwalk offer the opportunity to pause briefly in the hustle and bustle of the trade show and be inspired by the fashion of the industry while enjoying a soft drink or a coffee.

<



79

.....  
**per cent**  
 of respon-  
 dents in  
 the latest

survey by the British Promotional Merchandise Association (BPMA) felt valued by receiving a promotional product.

88%

.....  
*reachability can be achieved by a promotional product – daily. This means that this medium reaches more people than radio or television, writes the Dutch industry association PPP on its website.*

One third

.....  
**of the respondents of the BPMA survey said good service is the main reason for continuing cooperation with suppliers.**

89 per cent

.....  
**of the French like promotional products.** The French promotional product association 2FPCO found in its “Etude consommateurs 2017” survey that they like them so much that 77 per cent would like to receive more of them.

4 out of 5

.....  
**respondents** of the BPMA survey have two or more promotional products on their desk. Nearly half even have four and more.

Three quarters




.....  
**of the Dutch suppliers** stated in the current PSI Industry Barometer that they generate a turnover of more than ten million euros with promotional products. According to the market survey, France and Germany follow as second and third.

Ninety

.....  
**nominees** were selected for the PSI Sustainability Awards 2017. As many as never before – and proof that the promotional product sector is already thinking and acting in a very sustainable way. The starting date for the PSI Sustainability Awards 2018 is 9 January 2018.

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die mit Ihren Wunschzutaten verfeinert wird!

**HALLE 10 STAND M16**







# 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.



*ur priorities: innovative products, strong brands, a sustainable corporate philosophy, excellent customer service.*



**Dennis Dennig**  
**JUNG BONBONFABRIK**

31

As specialists in promotional sweets, we always bear the entire package in mind when developing products. We aim to combine innovative packaging with delicious content. Whether brand name products or our own traditional sweets – Jung Bonbonfabrik always provides impressive quality. And has been doing so since 1828. We provide appetizing advertising messages – which look as good as they taste.



# *B*oundless advertising worlds without borders – that's the idea of hidea.

**Marina Batista**  
**Paul Stricker**



32

Creating emotions. Listening is your key to success. Offering personalised solutions. No rigid concepts. Always stay flexible and improve. That is the idea behind hidea. And that is what we realise with carefully selected materials. The result: innovative collections with attractive design. More than 3,500 satisfied customers have convinced themselves of this. What about you?





*You have the idea –  
we have the  
customized solution.*



**Oliver Dietrich**  
**DURABLE**

33

We bring together what belongs together: quality, functionality and design. When it comes to personalized products and promotional products, DURABLE customers benefit from our experience and support by a professional technology team.



***Our sticky notes  
are coveted  
advertising carriers  
for daily use.***

**Adam Myschor**  
moynd GmbH



**34**

We at moynd produce sticky notes in all shapes and colours. Our impressive products are distinguished by their strong adhesion and "made-in-Germany" quality. Sheet coating and double-sided printing are no problem thanks to our own adhesive coating machine. Our customers appreciate our sticky notes in softcover envelopes, our friendly service and our very short delivery times.



*Customization is  
our standard. Fresh design,  
good quality and competitive  
price as a matter of course.*



**Tony Zhu**  
Eaglemate Group

35

Bags of all kinds – totes, duffle bags, cosmetic bags –, backpacks, luggage and top-quality coolers: Our products are designed using the best materials and are easy to customize for any brand. Good quality and competitive price do not disagree but go together well. On top, we promise timely shipment. Whenever you look for style – look for Eaglemate. Let our PSI FIRST product be the beginning.





***Our aim:  
satisfied customers.  
Our way: combining quality  
products and high level service.***

**Milan Walter**  
REDA



36

At REDA, we love creating partnerships. We have been successful in fostering relationships through our strong technical and printing background and by building a pleasant customer experience. The basis for it: constantly bringing in new branding technologies to create both an innovative look of promotional classics and an exclusive feel of our products – even the simplest one.



*The idea behind Lexon  
is to re-invent everyday  
life products, making them  
simple and innovative.*



**René Adda**  
Lexon

37

Our mission is to create simple and innovative as well as attractive and useful everyday modern life accessories. The original idea was to challenge internationally known and awarded designers, as well as out of school young designers, to re-invent everyday life products. Lexon balances the freedom of hand craftsmanship and the efficiency of industrial expertise with newly created materials and colors.



*We never stand still,  
we are constantly  
innovating and introducing  
new ideas.*

**Alex Turner**  
LISTAWOOD



38

Our motto is: uniqueness! Thanks to smart investments in technology, we are pioneering new product ideas into the promotional market, meeting the needs of our customers. We can offer high quality products, made locally, at great prices. We are especially proud of our ceramics with many innovative, unique and patent protected lines.





*Individuality  
is personality.  
Our products  
contribute their part.*



**Michael Gleich, Edeltraud Syllwasschy**  
Klio-Eterna

39

For nearly 120 years, we've been focussed on manufacturing high-quality writing instruments. Experience, expertise and, not least, a good amount of innovation flow into each of our "Made in Germany" products. The combination of outstanding geometry and unique lines makes our products incomparable and individual. Just like our customers.



*Deep passion for fashion and a special knack for details. That is what characterizes Promo-House the best.*

**Tadeusz Lukasik**  
Promo-House



40

Tailor-made ties, scarves and shawls made from natural silk, wool and other high quality materials – that is what we mean by exclusive promotional products. Elegance and unique design are combined with a sophisticated personalization, giving a solution that will satisfy even the most demanding customers. A promise that we give for more than 25 years now and that made us one of the leading suppliers.






# Not a matter of price

## **SUSTAINABLE PROMOTIONAL TEXTILES AS A STATEMENT**

**U**nitiatives such as the PSI Sustainability Awards, the “fair, eco, bio” forum of the TV TecStyle Visions trade show, as well as political pressure – such as the new EU directive on the sustainability reporting obligation of large companies – reinforce the trend towards more ecological and social responsibility. Enormous market opportunities are emerging here for textile printing companies as well as for promotional product distributors.

In the textile finishing industry as well as among promotional product distributors, there has been much more talking about sustainability than action. But there is something happening in terms of “sustainability” – especially





**Initiatives such as the PSI Sustainability Awards as well as political pressure – such as the new EU directive on the sustainability reporting obligation of large companies – reinforce the trend towards more ecological and social responsibility. Enormous market opportunities are emerging for textile printing companies as well as promotional product distributors.**

in the textile segment where production processes and procurement channels are being strictly observed, and rightly so after innumerable scandals and catastrophes. Even manufacturers, finishers and distributors of promotional textiles are now taking the trend towards a greater sense of responsibility seriously and are increasingly incorporating the resulting demands into their entrepreneurial activities. The enormous interest in these topics is demonstrated by the tremendous response to the specialist seminar “Sustainability: Certified textile printing – textiles and screen printing in accordance with the GOTS standard”.

### **Demand for eco textiles is growing**

The demand for ecologically and socially responsibly manufactured and finished textile promotional products is growing. In most cases, industry customers order printed T-shirts, embroidered caps or knitted fan scarves directly from the textile companies and finishers. Often, however, there are also promotional product distributors or agencies in the supply chain, who act as consultants and process the orders. Once the offers are on the table, however, for reasons of limited budgets the traditional product is often chosen. The printed T-shirt for more than five euros is usually out of the question. But does a sustainably produced and finished T-shirt really have to be more expensive than a “normal” one?

### **Printing in an ecologically compatible way**

“The truth is that a sustainable T-shirt does not have to be much more expensive than a conventionally produced article. Moreover, the customer receives a high-quality product which all people involved in the production benefit more from,” says Thomas Mosner, owner of the Cologne-based textile printing company Dakota. He has been using textile printing since the early 1990s. 10 years ago, he completely switched over his printing company to environmentally friendly production. The company is now certified according to the Global Organic Textile Standard (GOTS). What does that mean? Whilst in Europe mainly plastisol printing inks are used, Mosner uses GOTS-certified water-based inks that meet the highest environmental standards. “When you change your processes in the printing industry to ecological printing inks, the processing of water-based paints is no more complicated than the use of plastisols,” says Mosner, adding: “Today there are ecological paint systems which are very simple to process and no longer dry out, as was previously the case with water-based pastes.”

### **Valuable and absolutely competitive**

The printing process is therefore not an argument for a more expensive product. GOTS-certified textiles such as those from Stanley & Stella, Continental Clothing and Prairie are, of course, more expensive to buy, but through an optimal workflow from ordering to shipping the overall costs can be reduced enormously. “We are currently developing a process with partners that is efficient and resource-conserving. As a result, our printed products are ultimately absolutely competitive. And the sustainably produced textiles are simply outstanding,” explains Mosner.

### **Prices mostly secondary**

At his first appearance at this year’s PSI 2017, Mosner observed that GOTS is largely unknown in the promotional product trade and that sales talks are mainly about the price. However, whatever prices and costs may be, the central question remains what is really important to us. Clearly, a sustainably operating company must also make money. But do we want this at the expense of social injustice and ecological irresponsibility? Hardly likely. And Mosner proves with his successful company that ecology and economy are not a contradiction. On the contrary: “We print a lot for musicians whom we no longer have to convince. But interestingly, there are also more and more new customers who are specifically looking for our service. One of our customers is a young YouTuber who as of now wants to make his merchandising solely high-quality and sustainable, and thus also become an ambassa-



Textiles from sustainable production are more than simply promotional textiles: They are a commitment to social and ecological responsibility.

dor for social and ecological justice. As the awareness of sustainably manufactured products grows immensely, prices are usually of secondary importance in the decision,” says Mosner.



**Dakota Textildruck**, certified according to the Global Organic Textile Standard (GOTS) Thomas Mosner, screen printer and lecturer on the topics of responsibility in the textile production chain, ecological processes, sustainable textual printing, and ways to achieve sustainable textile print production according to the GOTS standard.

#### Continental Clothing

One of the first manufacturers to bring textile promotional products made from organic cotton and climate-friendly production onto the market. First collection made of recycled materials. Since 2016: “Fair Share” collection from Fairtrade- and GOTS-certified organic cotton plus extra programme in favour of a living wage for textile workers.

#### CSR reporting requirement

The issue of sustainability is now being pushed further by the political side:

The new EU directive 2014/95/EU was also implemented in Germany in early 2017, forcing companies to focus increasingly on CSR and sustainability. Programmes for corporate social responsibility (CSR) which had previously been based on voluntary action are now compulsory according to the new EU directive. Companies with more than 500 employees and sales of more than 40 million euros will now have to disclose their environmental, social and employee data as well as their activities to respect human rights and fight corruption in an annual report.

#### Verifiable certificates

These compulsory CSR reports will certainly add momentum to the debate on more sustainability, but the success





**Fashionable, high-quality, versatile:**  
Sustainably produced textiles are in every way equal to conventional collections.



**Sustainable right up to the finishing:** Here, promotional product specialists can inform themselves about environmentally friendly textile printing at the much-acclaimed seminar by Dakota Textildruck. The company is certified according to GOTS. Thomas Mosner (pictured on the left).

of the reporting obligation will depend on the credibility and verifiability of the reports. In the textile and clothing industry, it will be a question of how in-house company declarations can be verified by independent supervisory authorities. There are plenty of seals and certificates, but what do they document? The German government has for a long time been concerned with the question of whether the introduction of a uniform, meaningful certificate is possible. In the face of countless organisations and companies, it is an illusory endeavour – but one should never give up hope.

### Alliance for sustainable textiles

In the “Alliance for Sustainable Textiles” under the aegis of the “German Society for International Cooperation”, nearly 200 collaborators have now been united in order to achieve the best possible consensus on sustainability. In addition to well-known sports and fashion labels as well as retail chains, companies such as 3 Freunde, Brands Fashion, Hakro, Textildruck Europa and Trigema are also represented. As can be read on the website [www.textilbuendnis.com](http://www.textilbuendnis.com), mandatory measures and alliance objectives affecting the procurement of clothing have been defined.

A hindrance, however, is that a real change ultimately requires a European or even a global consensus. But a start has been made, and the partners are on the right path. And there are similar alliances in other industries of the world. GOTS, represented in Germany by Global Standard gemeinnützige GmbH, is also a member of the textile alliance. GOTS does not want to rely on voluntary action, but on verifiable facts. Nevertheless, GOTS also relies on exchanging information with the representatives of certificates based on voluntary action. At the end of 2016, GOTS emphasised in a report that the goal must be to work out commonalities and overlaps in order to improve the cooperation in terms of better transparency. <



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# SAFETY AND COMPLIANCE OF PROMOTIONAL ITEMS

## Increasing product assurance, minimizing risk

Intertek supports the promotional items industry with identifying legal requirements of their products for the EU, US, China and other markets as well as appropriate quality assurance actions:

- Risk analysis/risk assessment of promotional items and its suppliers
- Product requirement profiles/inspection plans according to legal requirements (e. g. EU, USA, China and other regions).
- Document checks/reviews
- Chemical, mechanical and electrical laboratory tests (full tests/spot checks) and foreseeable use checks
- Support for DETOX and REACH compliance
- Certification (Intertek GS, Intertek Tick-Mark, ...)
- Inspections in countries of production, Mystery Shopping
- Assistance in Global Market Access
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- Outsourcing models, Global Project Management
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**Strong brands** are an investment in the future. Of course, this also applies to brand-name products that are used as promotional products alongside which we place **design products** in our selection.



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info@ksw24.com • www.ksw24.com  
<https://www.psiproductfinder.de/nty5nt>

## Bubbly pleasure

The sachets of Ahoj sherbet available in four different fruity tastes at Kalfany ensure sparkling, fresh enjoyment. This classic tastes great both pure and as a drinking sherbet. The sherbet powder in promotional paper sachets has been popular for generations and, weighing only four grammes, fits into every pocket. IFS-certified, Kalfany Süße Werbung produces and designs the sachets of sherbet on the front entirely in keeping with the corporate identity: a promise of tingling advertising which is sure to be enjoyed.



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

## Practical and sophisticated

With the Powerform Kompakt 28, Wera appeals to every tradesman who insists on quality and functionality at work. This versatile tool contains six bits with cross-slot and slotted profiles in an ergonomic handle which, due to its hexagonal geometry, prevents unintended rolling away. Another practical feature: The supplied stainless-steel bit holder with a snap ring and permanent magnet ensures a rapid connection of the bits with the handle. It is delivered in high-quality gift packaging and comes with an individual logo from 100 pieces.



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## Stylish and useful

Eurostyle stands for attention to detail: the assortment is Made in Germany, ranging from smartphone and iPad cases to key chains and wallets as well as notepads. In addition, there are many other attractive office accessories made, for example, from aniline cowhide and glove-soft Donato cowhide, which can be produced in numerous colours. In addition to short delivery times, Eurostyle also offers custom-made products. The long-standing company not only personalises all the models from its current collection, but also designs them individually in the corporate design of the advertising company in terms of colour, model, material and finishing.

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## Effective data protection

Loken Token, available from the Czech promotional product specialist SDI Gifts, is a practical USB memory stick in high-tech design with a very special security feature: a combination lock housing. This protects the data of the owner against unauthorised access thanks to a five-digit code. The storage device is encased in a plastic casing, available in capacities of 16, 32 and 64 gigabytes, and features USB 3.0 technology. According to the Czech company, the product is suitable for devices with an OTG function, compatible with Windows/Android and can be personalised with a logo.





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

## Hidden treats

Jung Bonbonfabrik is offering companies a new Easter product with long ears: A ten gramme Lindt Easter bunny made of fine Alpine milk chocolate and two five gramme Lindor mini Easter eggs made of milk chocolate are hidden in an elegant Easter tin made of metal. Individually printed, on white or matt silver metal, the can with a snap-on lid offering an attention-grabbing advertising space fits into every handbag. With an Easter design, this elegant tin can be optimally and sustainably presented.



PSI 49756 • Living Bytes GmbH  
Tel +49 40 556203-40  
info@die-markenvertretung.de  
www.die-markenvertretung.de  
<https://www.psiproductfinder.de/mzrmj>

## Premium grilling

The entire collection of the renowned barbecue manufacturer Weber® available from Jung is characterised by outstanding quality. As a leading supplier of the most comprehensive range of products and services in the industry, Weber® is a synonym for innovation relating to grilling, perfect grilling products and the ultimate barbecue experience. With offices in more than 40 countries on all continents, Weber® promotes barbecue culture around the world. Today, people around the world use Weber® grills.



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## Cool look, hot drinks

In the urban jungle, in nature, in the office or in front of a tent: The modern one litre stainless steel vacuum flask called Majoris from Esbit attracts attention everywhere: it is simply practical because hot things stay hot for longer and cold things stay cold for longer. Thanks to its slim design, it is easy to hold and stow away. The double-walled, stainless-steel lid also serves as a cup. A second plastic cup for a companion is also included. The anti-slip pad protects the flask and the surface on which it is placed. The twist and pouring cap is also practical; it only needs to be turned for pouring and is absolutely leakproof.

PSI 48003 • Esbit Compagnie GmbH  
Tel +49 40 853106-31  
julia.schoenfeldt@esbit.de • www.esbit.de  
<https://www.psiproductfinder.de/owq3zw>

## For ears and eyes

The Bluetooth Racer headphones from Inspirion are not only for the ears, but are also visually appealing. The earpiece and the padded headband are comfortable to wear and promise high listening pleasure. Equipped with Bluetooth version 4.1, music can be heard anytime and anywhere. The user enjoys complete freedom of movement. With the integrated control function on the left earphone, music can be controlled from anywhere. And with the hands-free function, making phone calls is even more convenient.

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

## Visual delicacies

Leaf from koziol ennobles every salad creation, always plays the leading role and even comes with cutlery: The integrated salad cutlery replicates the curved shape of the bowl and comes in attractive contrast colours. The large bowl cuts a good figure and impresses with plenty of volume for all leaf salads. The salad bowl is available in the volumes 3, 4 and 4.5 litres. In addition, there is a portion tray ideal as a reward for loyalty programmes.

## Hand-caressing writing

Lovers of beautiful writing instruments made of wood will find what they are looking for at e+m Holzprodukte. Exceptional shapes, individual material combinations from glossy to vintage and elegant, massive woods account for the charm of the new models. An elegant example is Bow, a masculine ballpoint pen made of native natural oak or smoked oak. The metal parts are nickel-plated or gold-yellow shimmering in brass. The hand-caressing surfaces have been treated with natural waxes and can be personalised at any time through printing or laser engraving on the wood.



PSI 42200 • e+m Holzprodukte GmbH & Co. KG • Tel +49 9181 297575  
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## Ultra-practical

Metmaxx® LED Megabeam from Spranz is a compact dual aluminium work lamp including an Eco Watt LED front headlight for long-range illumination as well as an integrated COB LED lamp. Technically, the work lamp is based on the latest chip-on-board technology for perfect illumination of a working area. A practical magnetic foot and clip are included in the package to make installation of the light simple and convenient. It is delivered with the AAA batteries required for operation, and packed in a design box.



PSI 41462 • Spranz GmbH  
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## Traditionally innovative

Fiskars® stands for tradition and innovation: The core competence of the brand, founded in 1649 and distributed by Living Bytes with quality products for the garden, home improvement and household, is the processing of steel into blades. Even then, Fiskars® was considered a visionary in cutting tools and inspired Europe, from tailors to farmers. The over 365-year existence proves the high quality requirements of the functional, user-friendly and durable products from Fiskars®.



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[kllo@kllo.com](mailto:kllo@kllo.com) • [www.kllo.com](http://www.kllo.com)  
<https://www.psiproductfinder.de/odaxyj>

## Excellent quality

A representative example of functionality and design is Klio Eterna's exceptional, innovative design ballpoint pen which offers real added value to conventional writing instruments with integrated USB brand memory of the latest COB technology. Perfect printing surfaces, coupled with countless combinations of colours, materials and surfaces, make Turnus a unique yet inexpensive advertising medium whose impact comes into its own when the memory is loaded with digital data. All elements meet international certifications. The production, assembly and customisation through screen, pad and digital printing or engraving meet all social standards at the company site in Wolfach. This modern writing instrument proudly displays the accolade "Winner of the German Design Award 2017".



PSI 41259 • Lehoff Im- und Export GmbH  
Tel +49 40 529607-0  
[info@lehoff.de](mailto:info@lehoff.de) • [www.lehoff.de](http://www.lehoff.de)  
<https://www.psiproductfinder.de/odywzt>

## Effective kitchen aids

Available at Lehoff, the KitchenAid Classic is a popular kitchen aid in a metal case with kneading hooks, flat stirrers and whisks for baking biscuits, cakes and tarts, thus offering high versatility and quality in a striking design. The device comes in a round design, is straightforward to use and easy to clean. The direct drive operates quietly and reliably, is robust and durable. The hub is suitable for all accessories, and the planetary mixer creates 58 to 220 revolutions per minute when kneading, stirring and mixing.





PSI 48108 • KMS Kafitz Medienservice GmbH  
Tel +49 2234 9908-460  
rk@kms.eu • www.kms.eu  
<https://www.psiproductfinder.de/nzezmw>

## Virtual experience

Heju Perm from KMS Kafitz is a two-part VR set consisting of a spectacles unit and mount for attaching to a smartphone. The VR spectacles made of plastic with a size of 110 x 64 x 82 millimetres and a weight of 22 grammes fit into any trouser pocket. They are available in black, white and blue. A logo or branding can be printed on the spectacles by means of screen or pad printing with a size of 30 x 15 millimetres. The set is delivered in a white cardboard box which can also be finished.



PSI 45899 • micx-media in concept  
GmbH & Co. KG • Tel +49 5205 99-100  
besser@micx-media.de • www.micx-media.de  
<https://www.psiproductfinder.de/ytvmzt>

## Powerful sound

Thanks to sophisticated technology, the Chargerbeat from micx-media creates a new sound dimension. Moreover, the small sound marvel combines a powerful powerbank with a powerful Bluetooth loudspeaker as well as a smartphone holder function thanks to a suction cup. The Bielefeld-based company also integrates individual branding on the case as well as individual gift packaging to enhance the advertising impact of this compact, versatile all-rounder.



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info@uma-pen.com • www.uma-pen.com  
<https://www.psiproductfinder.de/mtk0zg>

## Inspired writing

Soul, the stylish writing instrument from uma, not only lies well in the palm of your hand, but also has an elegant appearance. One of the brilliant highlights of Soul is a glossy chrome-plated metal clip, tip and stopper. The discreet barrel appears in a matte metal look and is ideal for applying advertising. Soul is available as a metal rollerball, a metal cartridge roller with the innovative uma cartridge roller system, and as a rotary pen with the uma Extra Class refill: the latter has a stainless-steel writing tip and tungsten carbide ball which, together with German writing paste, ensures writing pleasure up to 10,000 metres according to the ISO standard. Paired with an exquisite metal case which can be individually printed, there is space for one or two Soul writing instruments. Further innovative, high-quality ballpoint pen variants can be individually configured using the uma product configurator at [www.uma-pen-konfigurator.com](http://www.uma-pen-konfigurator.com).

## Advice with heart and mind

Pins & mehr not only produce diminutive pins in all variations. The manufacturer is known for a wide range of smart promotional products. All promotional products are customised according to customer requirements. The customer is advised by his personal consultant and guided through the extensive selection of promotional products. The professional team supports undecided customers with heart and mind when choosing the optimal promotional product. The wide variety of design options optimises the performance spectrum of every promotional product professional. Various finishing options are available for the perfect visualisation of the advertising message. The extensive selection of classic promotional products is constantly being expanded by innovative elements. Production is stimulated by the application of new process technology, and proven products such as the TRIGGI® shopping trolley chip are always being further developed. At the upcoming PSI Trade Show, Pins & mehr can be found at Stand H12 in Hall 11.



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## Spicy advertising pitch

Distributed by Vulpus Trading, Chok Chai supplies authentic ingredients for the unique Thai cuisine for the promotional product trade. For this purpose, the company has solid wooden boxes produced in Austria, which are filled with spice jars previously filled and labelled by physically handicapped people. Chok Chai spices offer a great flavour and do not contain colouring agents, preservatives, additives or any flavour enhancers. With a few exceptions, the assortment is also vegan. Chok Chai will be represented at the PSI 2018 in Hall 9L34.

## Distinctive brand

The Moleskine brand is a worldwide synonym for culture, travel, memories, imagination and personal identity – in the real world as well as in the virtual world. Strong brand communication is promised by the individuals of the extensive range of notebooks, notepads, writing utensils or travel accessories from Moleskine, adapted to the company communication of the user. The new Moleskine Smart Writing Set merges analogue writing and digital processing of information. The finishing techniques are foil embossing, screen printing and digital printing. Small minimum quantities and short production times round off the performance spectrum.



PSI 48792 • Moleskine B2B Distribution  
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 Tel +49 40 609459900  
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## Light off – flash on

The joint project by Reflects and Duracell is characterised by high brand impact and technical know-how. Among the products is the Duracell flashlight series for which a catalogue has been specially created. The six different model series Multi-Pro, Focus, Compact, Personal, Lantern and Worklamp are ergonomically designed and highly functional. The main focus is on attributes such as robustness, shock resistance, splash-water protection, multifunctionality, energy saving and ultrabright light. The range includes lamps for outdoor specialists, the school-bag, glove compartment and handcraft as well as for the household.

## Functional and stylish

Philippi, the exquisite design brand from Hamburg, is synonymous with sustainable organic design. The assortment of the North German company, available exclusively at reeko for the German promotional product market, ranges from cutlery sets and bottle openers to spice shakers and snack bowls to credit card cases and picture frames. The choice is huge; there is a suitable, well-designed product for every application. And if this range is still not big enough, you can look forward to 2018. The new catalogue range from reeko will then be supplemented by several more Philippi products.



PSI 46261 • reeko design – a division of Carstensen  
Tel +49 4106 7995070  
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<https://www.psiproductfinder.de/ymmmg>



PSI 40972 • PF Concept International BV  
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## Elegance from the master chef

PF Concept offers the Mino wine and cheese set from the French master chef Paul Bocuse, ideal to adequately present a fine wine. The bottle is kept safely in a small crate and is quickly ready to serve with the opener. To enhance the enjoyment, two cheese knives and a wooden board complete the set. Finally, a good cheese plate for a cosy wine evening must not be missing. PF Concept also offers an exclusive finishing service for individualisation.



PSI 44294 • Hermann Flörke GmbH  
Tel +49 6104 73373  
info@floerke.de • www.floerke.de  
<https://www.psiproductfinder.de/y2mzng>

## Message in handbag format

Hermann Flörke is presenting Box90, a sturdy pocket box which in addition to its striking design contains a generous advertising space which can be enhanced by up to four-colour digital prints with individual designs and advertising messages. Filled with products of any kind and individual advertising messages on the top, the box becomes an attention-grabbing advertising special. A sportive rubber band which keeps the sturdy plastic box securely closed is included. The box and rubber band are available from 100 pieces in several standard colours. On request, Hermann Flörke can fill it with in-house accessories, including erasers, a manicure set or a pedicure set. These can also be individually customised with digital printing.

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## Attractive brand ambassadors

High-quality materials, subtle colours and appealing packaging: the new Parker, Waterman and Pierre Cardin end-of-year products available at Hauff can be elegantly combined in the year-end spurt. True to the motto "Mix and Match", customers can package the desired pen chosen from a variety of classy writing instruments in the desired box. As an ideal complement, the gifts, including fine writing cases, can be finished by pad printing or laser engraving. Whether as a gift for employees or as a present for customers and business partners, these products guarantee stylistic confidence and appreciation.



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

## Pocket knife for wine lovers

The Wine Master offers wine connoisseurs, picnic enthusiasts and collectors a multifunctional tool of the highest quality and precision. What is striking about this model is the extra-long corkscrew with five windings which prevent damage to the cork when pulling it out. When used, it is supported by a combination tool which, on the one hand, serves as a two-stage support for the wine to be uncorked, as well as a bottle opener. The pocketknife has a short beak-shaped curved blade for cutting and removing the wine bottle cap. This combination makes the Wine Master so special. It comes in two elegant handle versions – with finely grained walnut wood and light, supple olive wood. An additional eye-catcher is the beautiful, high-quality leather case which is included with every piece. The wooden handles are finished by laser engraving. Anyone wishing to leave the beauty of the wood grain untouched can choose a discreet blade etching.

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## Space for diverse ideas

The swinging bowl from emotion factory offers a variety of combination options and its play effect promotes the creative ideas of customers and advertisers. The semi-circular plastic bowl is available in three colour versions. In the first step, the product is delivered with floral or herbal seeds as well as a substrate tablet, and brings a piece of nature into the customer's office. Once the tiny garden has been harvested, the swinging bowl is suitable as a storage option for paper clips, loose change or sweets and thus establishes itself as a long-lasting promotional product. The product can be ordered as a full bowl, divided into two halves, or even as a set of two and three. The encompassing banderole can be individually printed and offers space for an advertising message. This bowl and many other new products will be presented at the PSI Trade Show 2018 at stand 10H41.

## A promotionally effective flying start

The Quadrocopter Catro from Jamara with a light, robust ABS housing is an eye-catcher with its three-colour LED lighting integrated in the fuselage. Catro is ideal for beginners as well as for professionals: it can travel in 3 flight modes up to 40 kilometres per hour and features an integrated 720-pixel camera and 4GB micro SD card. The new licensed Jamara Ride on Car is also iconic: a VW T1 bus with LED headlights. A mock dashboard, horn and sounds on the steering wheel are included as well as doors that can be manually locked and unlocked. A powerful motor and a powerful battery for a driving time of approximately 60 minutes optimise the driving experience of this iconic camper which can be controlled manually or by remote control.



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## HERKA celebrates its 90th anniversary

On 9 September 2017, HERKA, the terry cloth weaving mill, celebrated its 90th anniversary with employees, business partners, politicians, designers, neighbours and friends with their children.

The new showroom where materials were densely woven and felt, and old pattern books and order books were read, was opened in the morning. Photos of everyday working life of the past and present were met with astonishment. In the afternoon, the keynote speakers described the historical period from the founding in 1927 to the year 2017 in which HERKA is one of the most modern terry cloth weaving mills in Europe with a productivity of 15,000 towels a day. Four renowned designers as well as 30 pupils of the Waidhofen grammar school surprised with their terry designs of the future.

[www.herka-frottier.at](http://www.herka-frottier.at)

**HERKA**

A toast to the past 90 years: HERKA Frottier Managing Director Thomas Pfeiffer (3rd from right) met representatives of the Chamber of Labour and Economic Affairs, the Federal, State and Austrian National Council as well as local politics.

## Personal data

### Team further expanded

Service and a good nose for trends related to the successful proprietary brands James & Nicholson and myrtle beach are an essential part of the corporate philosophy of Gustav Daiber GmbH. To this end, the team was further expanded in October 2017. Tobias Seidel (left) is now Head of Marketing at Daiber and, together with Head of Sales, Armin Cyrus, will develop and strategically implement customised solutions for customers. The 30-year-old has already had three years' experience as marketing manager at Transtec AG and six years at a full-service agency in Stuttgart. As a graduate in business administration specialising in the media and communications industry, as well as training as a media designer for digital and print media, he has everything needed for the comprehensive service and strategic plan of the Albstadt-based company. [www.daiber.de](http://www.daiber.de)



**Gustav Daiber GmbH**



**Congratulating Lisa Hilser:**  
The two managing directors  
Armin Rigoni (left) and  
Michael Rigoni.

## 30 years of loyalty to the company

On 5 October 2017, the Black Forest manufacturer Heri-Rigoni thanked Lisa Hilser for her 30 years of loyal service to the company. When congratulating her on her anniversary, Managing Director Armin Rigoni emphasised "her exceptional commitment to the company cause and her amenable approach to dealing with customers". "Despite the many changes over the last 30 years, Lisa Hilser has never stopped adapting to the new circumstances and has always made the most of it," added Armin Rigoni. He, his brother Michael Rigoni and the entire company team are looking forward to "further years of successful working relations with Lisa Hilser".

[www.heri.de](http://www.heri.de) – [www.emotion-factory.com](http://www.emotion-factory.com)

**Heri-Rigoni**



The new employees at Victorinox (left to right): Tobias Zehnder, Yves Dähler, Tanja Stocker.

## New management for the corporate business team

At the beginning of September, Yves Dähler took over as Head of Corporate Business at Victorinox AG, headquartered in Ibach, Switzerland. The mechanical engineer and business administrator thus replaces the long-standing sales manager, Hans-Rudolf Steiner, who will continue to support the team until he retires at the end of January 2018. Tobias Zehnder is now the senior Key Account Manager responsible for key account management in the sales area of DACH/BE/LUX which will be reinforced by the new employee Tanja Stocker as of November. "The corporate business team will do everything in its power to serve our customers in the best possible way and to continue to write the success story of high-quality Victorinox products with world-renowned promotional knives with a lifelong guarantee," says the Ibach-based company. [www.victorinox.com](http://www.victorinox.com)

### Victorinox



## Personal data

### New export manager

Since September 2017, Lieke Schröder has been coordinating, managing and acquiring customers as the export manager of the international customer segment of Zogi GmbH. The simultaneous establishment of an office for export management and international business based in Rotterdam is thus a further strategic step towards the internationalisation of the expanding promotional product manufacturer Zogi. [www.zogi.biz](http://www.zogi.biz)

### Zogi GmbH



### Back office sales reinforced

SND Porzellan Manufaktur has reinforced its back-office sales team with Anette Latka. Previously, she demonstrated her sales skills at an international computer-aided engineering (CAE) technology company. As of now, Anette Latka will be responsible for satisfying the wishes of the customers at SND Porzellan Manufaktur and providing personal advice in the postal code areas 5 and 9 of Germany. [www.snd-porzellan.de](http://www.snd-porzellan.de)

### SND Porzellan Manufaktur



## wmm 2018 again with five supporting agencies

The next edition of the werbemittelmesse münchen (wmm) trade show, which will take place at the moc Veranstaltungszentrum München on 24 and 25 January 2018, will again be operating with five supporting agencies. The organisers admixx, CD, Eidex and the Hagemann Group have now unanimously decided in a selection process that AmedeA Werbepräsente GmbH from Karlshuld, which has been operating in the market for 20 years, will be the fifth supporting agency for the wmm 2018. AmedeA will take the place of Active Promotion which has withdrawn from the group of wmm supporting agencies due to extensive consolidation measures. [www.werbemittelmesse-muenchen.de](http://www.werbemittelmesse-muenchen.de)

### wmm



The AmedeA team brings a lot of female power along.





## Trade show with a further supporting agency

For the eighth time already, the marke[ding] Vienna 2018, Austria's largest promotional product trade show, will be held at Vienna's Hofburg Palace on 19 April 2018. The trade show for haptic advertising and visual communication boasts a successful concept and has now established itself as an industry meeting point and idea platform. The Austrian promotional product specialist Wertpräsent Promotion HandelsgmbH & Co KG will be on board for the first time as a new, additional supporting agency. Roland Malli, Managing Director of Wertpräsent: "We are pleased to be able to co-host the now established marke[ding] 2018. We are convinced that through our many years of experience, we can contribute to the theme spectrum of the trade show, and we look forward to many interesting discussions. "Martin Zettl, organiser of the marke[ding] Vienna." The consortium of supporting agencies of the marke[ding] will be upgraded through the participation of Wertpräsent, an Austrian big player. Of course, we expect additional impetus from visitors in terms of quality as well as quantity."

Seven renowned Austrian promotional product agencies will thus be participating as co-organisers of the marke[ding]

Vienna next year: Forum Werbemittel GmbH, kw open GmbH, Mitraco GmbH, Nowak Promotional Items, Pro Concept Promotion GmbH, SSI Schäfer Shop and Wertpräsent. In addition to around 125 exhibitors, more than 2,000 trade visitors from the industry are expected to attend the trade show in 2018. The trade show will again be supplemented by an interesting supporting programme which will offer interesting insights into the world of haptic advertising as well as related marketing and communication topics.

<http://marketing-wien.at>



Roland Malli, Managing Director of the specialist Wertpräsent, is represented at the marke[ding] Vienna 2018 with his company as a further supporting agency.

Discovered  
for you



The new backpack appears cool and spacy from afar. It will be interesting to see more details.

## Promotional bag specialist tests new backpacks

It is a well-known fact that the PSI Journal is always looking for innovative promotional ideas. Thanks to our investigative vigour, we are sometimes even able to catch first glimpses of exciting, brand-new products that are not yet available on the promotional product market. We recently managed to make such a „visual catch“ in the area of fashionable promotional bags. Employees of a promotional bag specialist in Bielefeld were photographed testing a new product – disguised in a camouflage look. Worn on the back, it seems to be a backpack, but the details are not yet recognisable. We are curious to know what product is really hidden under this disguise. The secret will be revealed at the upcoming PSI Trade Show.

## Half Marathon success for the benefit

Managing directors, Dean Jones and Joshua Weaver and Marketing Executive, Adam Thomas from We Are Promotional Products, a printing and branding company specialising in the production and supply of promotional material, based in Welshpool, Mid-Wales, recently took on the challenge and completed the Oswestry Half Marathon in aid of local charity and education centre Derwen College. We Are Promotional Products' fundraising managed to raise over £600, a staggering amount towards the college's fundraising target.

We Are Promotional kindly organised and donated custom branded T-Shirts with the Derwen College's logo, for all those running for the college to help raise more awareness. The local college, which offers inspirational learning, development and care for people with learning difficulties, has a printing facility on site, where students learn about printing techniques such as screen printing and dye sublimation printing. As well as donating branded merchandise for the event, We Are Promotional Products gifted over £400 in total through various promotional items for the college. The Derwen College is celebrating its 90<sup>th</sup> year this year and We Are Promotional Products will continue to support this great charity with future fundraising and promotional items. <https://wearepromotionalproducts.co.uk/>



Members of the We Are Promotional Team wearing the printed T-shirts. Managing director Dean Jones is centre of the image and Marketing Executive Adam Thomas is to his right.



Daniel Meffert (li.) und Carsten Lenz mit der Filialleiterin des neuen „Büro Nord“, Nicole Huth.

## First branch office opened

S&P Werbeartikel, the promotional product distributor from Meerbusch, has opened its first branch office. Since 1 September, the six-member team led by the owners, Carsten Lenz and Daniel Meffert, has been complemented by the so-called North Office in Obernkirchen near Hanover. Nicole Huth is the office manager. "We are proud to have convinced such an experienced specialist of our S&P concept", says Carsten Lenz. With over 20 years of experience in the industry, Nicole Huth will communicate directly with S&P customers in northern Germany. "Our slogan is: Promotional products with a personal touch. Accordingly, we also want our customers to have access to personal advice on a regional basis", explains S&P's Managing Director, Daniel Meffert. [www.sp-werbeartikel.de](http://www.sp-werbeartikel.de)

## Döbler Werbeartikel is relocating to new premises

Döbler Werbeartikel, the company that "makes things possible" among the promotional product distributors and consultants, is moving. The specialists for haptic advertising are moving into new, modern premises in Oststeinbeck, directly on the eastern outskirts of Hamburg, in order to meet the needs of their customers even better. "We are looking forward to being able to welcome our customers to our new showroom following our move," says Managing Director Ronald Eckert. The new contact details of Döbler Werbeartikel from 1 November 2017 are:

**Döbler Werbeartikel**  
**Willinghusener Weg 3**  
**D-22113 Oststeinbek**

All other contact details remain unchanged. [www.doebler-wa.de](http://www.doebler-wa.de)



BERÜHREN! BEGREIFEN! BEGEISTERN!  
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The key words of the headline summarise what makes this the „mother of all roadshows“ in the German promotional product industry. And among the end-of-year tours, the „Final Spurt Roadshow“ is also the first to present the latest product collections to distributors in Germany.

## Final Spurt Roadshow 2017

# 13 exhibitors – 7 locations – endless ideas



The final spurt of the „Final Spurt Roadshow“ took place in the Fin-de-Siècle ambience of the Dorint Maison in Baden-Baden.

**F**rom 18 to 28 September, the cooperating promotional product suppliers and manufacturers BMI, Club Cawatte Crefeld, Eckenfelder, Easy Gifts, elasto, Eurostyle, Kalfany Süße Werbung, Lediberg, Macma, Mahlwerck Porzellan, uma, World of Textiles and Zogi toured Germany from the north to the south, stopping in Berlin, Hamburg, Düsseldorf, Wiesbaden, Nuremberg, Munich and Baden-Baden to bring a selection of products boasting the latest product ideas to the promotional product distributors and consultants of the respective catchment areas. And this at a time that marks the beginning of the „critical phase“ of the end-of-year business. Also of

significance is the name of the mobile product show which traditionally welcomes its guests in selected, comfortable hotels with their innovations, trends and attractive opportunities for a successful year.

### Visitors search at their leisure

Launched in 2004 with a total of three exhibitors, the roadshow has now found its ideal size with 13 exhibitors. A manageable number with a portfolio from the most important segments of the promotional product industry, which offers visitors sufficient opportunity to leisurely focus on the products and their specific advertising poten-



tial – directly at the respective specialist. It is no wonder that the „Final Spurt Roadshow“ has already become a permanent fixture on the industry calendar. As a „little delicacy“ (beside the catering) there were three vouchers for dinner in selected top restaurants at each location for the guests to win.

### A question of timing

There were sufficient attractions for the visitors who, according to the organiser, once again appeared in qualitatively appealing numbers in their search for suitable promotional gifts for Advent and Christmas. The organisers were also satisfied with the „bare“ figures at the individual exhibition venues: only Berlin fell short of expectations. Most trade visitors came to the tradition-steeped Hotel Vier Jahreszeiten at the Binnenalster Lake in Hamburg. „We have made progress this year with our Internet presence, invitation and registration system. Consequently, the processing of inquiries and registration of visitors at the locations is considerably simpler. There was no waiting time at the entrance to the trade show,“ says co-organis-er Bernd Koch from Club Crawatte Crefeld, who also contemplatively added: „However, despite the very exclusive locations and voucher raffles, it is becoming more and more difficult to entice distributors with large to very large potential to visit us. All in all, however, I think distributors are overwhelmed by the flood of trade shows and roadshows as well as their own in-house trade shows.“ Nevertheless, the „Final Spurt Roadshow“ is certainly an excellent option for promotional product specialists when it comes to the „question of timing“. According to Bernd Koch, planning discussions for 2018 will be taking place „in the next few weeks“.



Visitors were expressly invited to touch things and try them out: What counts is the haptic experience. Added to this is the real benefit.



The „Final Spurt Roadshow“ offers the ideal conditions for the latest trends and opportunities for the end-of-year business.



Beautiful and high-quality products were there to marvel at. Special first-hand advice was also provided.



Starting in 2018, Stabila will be providing practical measuring tool training courses for promotional product distributors at its own training and competence centre STABILA Campus. The exemplary training concept will contribute as a further component to the service promise and support of the partners of the measuring instrument expert.

## Know-how from 2018 onwards



# Training courses for distributors



Three employees of the promotional product consultant Lauffs from Baden-Baden took part in the premiere training course. Back (left to right): Stefan Stoller, Oliver Jörger (both Lauffs); Front (left to right) Ursula Hagmaier (STABILA Application Management), Anna-Lena Meyer (STABILA Customer Support), Felix Ziegler (Lauffs).

**W**ith the Stabila Campus, the measuring instrument manufacturer has created an innovative training centre at the company headquarters in Annweiler, which will be available to salespersons in the promotional product industry from 2018 onwards. For this purpose, a former warehouse building was completely rebuilt. The participants will find optimal training conditions on application islands which reflect typical construction site situations for the use of measuring tools. They will be intensively supervised by trained staff and given a factory tour of the spirit level production and measuring rule printing. There will be further training course dates from 2018 onwards.

### Optimal mix of theory and practice

The Stabila training courses consist of an optimal mix of theory and practice elements. The participants will be us-

ing different measuring instruments under real "construction conditions". They will find out why a Stabila product stands for quality and durability and is therefore also ideally suited as a promotional product. The measuring instrument experts at Stabila will also provide detailed information on the various options for finishing.

### Component of the Stabila service promise

"We are very pleased that the promotional product segment continues to grow and we are looking forward to welcoming our customers to a great training day at our company next year," says Tobia Buchmann, Sales Manager for promotional products. "The training concept contributes as a further component to the Stabila service promise and the support of our partners. Only well-informed and competent distributors are able to convince their customers of the Stabila quality and value, to advise them professionally and to set them apart from the competition," adds Buchmann. Registration for the training courses is possible by phone: +49 6346 309-0.

### About Stabila

Stabila is an internationally operating company headquartered in Annweiler am Trifels in Germany. Founded in 1889, the company is a manufacturer of measuring tools that meet the highest standards of precision, robustness, reliability and optimum handling. The development of new products and manufacturing techniques is a top priority. Stabila is recognised worldwide as a measuring instrument specialist for spirit levels, lasers, measuring rules and measuring tapes. Around 500 employees are committed to the success of the company.

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The “Info Day” of the Austrian promotional product specialist Kolibri HandelsGES.m.b.H. from Ebreichsdorf took place for the seventh time. The trade show seamlessly followed the previous year’s events and was again a “resounding success” for visitors, exhibitors and organisers.

## Kolibri Info Day 2017

# Focus on quality



**Guaranteeing quality:** The team and supplier partners of Kolibri who traditionally welcome their customers dressed in violet-black.

**U**nless rain could not prevent some 200 employees from 150 companies from coming to the history-rich venue of the “Foyer Spitzhof” Apothekertrakt (Apothecaries’ Wing) at Schönbrunn Palace to see new and “tried and tested” products from the broad range of products in the industry, to gain information about the various possibilities of haptic advertising and to collect new gift ideas for the approaching end of the year.

### Only trade visitors

The team and Managing Director of Kolibri, Konrad Godec, were especially pleased that “it was exclusively trade visitors, i.e. marketing managers, buyers with decision-making powers, and company owners. Accordingly, the discussions were also interesting for all exhibitors because the inquiries were almost all concrete or a specific interest was shown in the products.” This was also the tenor

on the part of the supplier partners: “What matters is the quality and not only the number of visitors.” Convincing evidence for this qualitative plus was the orders placed shortly after the Info Day.

### Perfect organisation

The success of the Info Day was once again the result of perfect organisation by the Kolibri team. “Many of our partners also ensured that the visitors were very satisfied because like last year they designed their stands with great attention to detail, presented their products wonderfully, and actively approached the customers to advise them,” said Konrad Godec, adding: “The atmosphere was very relaxed, perhaps also because of the successful “Viennese Evening” at the Schweizerhaus on the eve of the

trade show.” This was not least due to the Kolibri team which looked after the customers and suppliers professionally, confidently and always with a friendly smile.



### After the show is before the show

One attraction at the trade show was the enormous dartboard on which visitors could “score” attractive prices. The buffet filled the whole day with delicious delicacies of the Viennese cuisine was also very popular. At the Info Day 2017, visitors were also given a welcome gift – this time a “Coffee 2 Go” thermos cup. “All in all, the Info Day 2017 was a really successful event and we look forward to the coming year. After all, after the trade show is before the trade show. And we’re already working on new ideas for 2018,” concludes the Kolibri boss.

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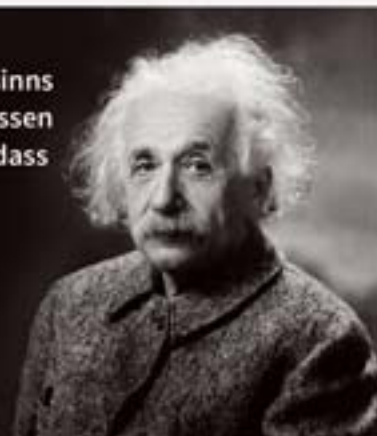
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The third edition of the NRW Promotional Product Trade Show in Meerbusch, hosted by S&P Werbeartikel, has confirmed the successful trade show concept of the past two years. Both the exhibition area as well as the number of visitors almost doubled.

## S&P Werbeartikel

# Trade Show on the road to success



More exhibitors, an area as twice as large, a doubled number of guests: The NRW Promotional Product Show is on its way up.

**I**n 2016, 50 exhibitors participated on 800 square metres. This year, the area was increased to 1,600 square metres, which offered the desired presentation setting for the present 60 exhibitors. The event was supplemented by the simultaneous Manager Trade Show with a further 40 exhibitors presenting services to medium-sized companies. "Areal Böhler" between Meerbusch and Düsseldorf, with its numerous trade show halls of various sizes with their industrial charm, offered an incomparable ambience as in the previous years. In addition, visitors were again able to attend an extensive lecture programme which was very popular.

### Host to politics and business

The significant expansion of the exhibition space met the expectations of S&P owners, Carsten Lenz and Daniel Meffert. "With 496 visitors, we almost doubled last year's result of 280 guests," says a delighted Carsten Lenz. "The expansion of the offering through the cooperation with

the Manager Trade Show was the right step to create a broad public for the promotional product," adds Daniel Meffert. This also applied to the political exchange to enhance the perception of the promotional product industry and its attractiveness. The organisers managed to secure the district chief executive of Rhein-Kreis Neuss, Hans-Jürgen Petraschke. In addition, Meerbusch's mayor, Angelika Mielke-Westerlage, the party chairman of the CDU Meerbusch, Werner Damblon, as well as the chief executive of IHK Mittlerer Niederrhein, Jürgen Steinmetz, attended the opening. During a tour of the trade show, Daniel Meffert explained the sustainability of haptic marketing and stressed the need for a contemporary equal treatment of the promotional product compared to the other forms of advertising.

### Donation for a good cause

A highlight was the announcement of the result of the S&P "KuliSTIFTer" campaign last year. In cooperation with the ballpoint pen manufacturers Quatron, Goldstar, Schwan Stabilo and Lamy, S&P donated 2 cents for every sold ballpoint pen to charity projects which support children. "We are proud to be able to hand over 4,000 euros to the Kinderlachen Association", says project manager Daniel Meffert. At the presentation of the cheque, compere Harry Wijnvoord gladly interviewed all parties involved. "The wide assortment of inexpensive give-aways and high-quality branded products convinced our visitors," sums up Carsten Lenz. "We have received over 2,000 inquiries." The successful figures prompted the S&P team to immediately announce the next edition of the NRW Promotional Product Trade Show next year on 6 September 2018. "The overwhelmingly positive feedback from the exhibitors also underscores our confidence in having the right trade show concept. Preparations for next year have already begun," says Daniel Meffert. <





## BLICKEN SIE MIT UNSEREN ZEITSCHRIFTEN ÜBER DEN BRANCHENRAND

Bei Fragen stehen wir gerne zur Verfügung:

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0611-36098-19  
werner.stark@pbs-business.de

Torsten Wessel (Anzeigenleitung)  
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At the 9th special promotional product show of the Mainz-based distributor Bartenbach Werbemittel on 13th and 14th September, roughly 150 trade visitors from marketing, sales and purchasing, including some from all over Germany, took the opportunity to obtain first-hand information about promotional products and digital worlds.

## Bartenbach Werbemittel

# “Tangible future”

Industry



Under the motto “Tangible future”, the promotional product specialists presented the latest promotional product and production trends.

**U**nder the motto “Tangible future”, the promotional product specialists presented the latest promotional product and production trends. In-house exhibition theme worlds were dedicated to the seasonal themes of Christmas 2017 and 2018 FIFA World Cup. Traditionally, the Bartenbach Group also looks beyond the promotional product sector at both annual in-house trade shows in spring and autumn. Consequently, another focus of the trade show this year was on digital worlds, specifically on virtual and augmented reality: the digital specialists of Bartenbach AG demonstrated live what is possible in this future area of brand and product experiences. “The selection of various VR and AR glasses presented by us is rarely seen in this diversity”, says CEO Tobias Bartenbach. “Our visitors had a unique opportunity to immerse themselves in virtual worlds and new realities with 360° videos – individual advice included.” An offer that was utilised almost non-stop by the guests on both days.



One of the focal points of the trade show this year was virtual and augmented reality.

### Live presentations and practical examples

Also included in the programme: live presentations and practical examples of production (finishing, gravity lifter) and direct marketing, guided tours of the agency (open house) – and last but not least sharing experiences with consultants and visitors in a pleasant atmosphere. The third focal point was “knowledge transfer”. In the new edition of the “Bartenbach Campus”, there were exciting 30-minute presentations by Tobias Bartenbach (CEO of Bartenbach AG) and Carsten Lukas (Executive CD of Bartenbach AG) on the digital future, haptic advertising in the marketing mix, as well as compliance and value limits in the promotional product sector – an offer that was also actively and thoroughly positively utilised.

### Preview of the anniversary year

Finally, Tobias Bartenbach provided a preview of the upcoming “season”: “Next year, we will be celebrating the 10th anniversary of our special promotional product show – when and what exactly cannot yet be revealed, but it will certainly be an extraordinary event. Everyone who knows us knows what we stand for: Business not as usual!”

<

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Wertpräsent, the promotional product, workwear and trading house specialist recently invited both customers and suppliers to the “Long Night of Promotional Products”. Radio presenter Tom Walek compered this information and exhibition show which also marked the 45th anniversary of the Austrian company.

## 45 years of Wertpräsent

# Long Night of Promotional Products



Everyone was in a good mood (from left to right): Helmuth Kratky (Managing Partner), authorised signatory Patrick Schober (Sales Manager), Birgit Schraml (Assistant to the Management, Human Resources, Marketing), Tom Walek (com-pere), Roland Malli (Managing Director). Photo: Mario Gärtner



ver the course of its 45-year history, Wertpräsent, headed by owner Helmuth Kratky, has developed into a major national promotional product specialist. However, the company, headquartered in the Upper Austrian town of Marchtrenk did not only celebrate its anniversary. Moreover, the more than 250 guests were offered lots of information on current developments and innovations in the promotional product and workwear market where Wertpräsent has also been successful for years. Among other things, an impact study conducted by the market researcher DIMA Marktforschung was presented, the key finding of which confirms that a reminder value of 58 per cent with regard to brand or company name is attributed to promotional products. This is twice as much as TV and radio.

### Impressive presentation

In addition, Wertpräsent used the event as an opportunity to highlight its reputation as a specialist through the presentation of innovative products and services. To this end, 23 renowned suppliers of promotional products and workwear were in attendance. Managing Director Roland Malli:



23 renowned suppliers of promotional products and workwear presented their new products. Photo: Mario Gärtner

“We score with our customers through our comprehensive customer care. This starts with the idea for the promotional product and continues with the individual design by our in-house graphics department and ends with the worldwide delivery of the ordered goods. With our office in the Far East, we also ensure quality control in this important procurement market through our own employees.”

### Comprehensive range also online

In the last third of the evening, the focus was on the two new e-shop solutions offered by Wertpräsent. In the area of promotional products, the company offers more than 40,000 items online. Wertpräsent has been working in the promotional product industry since 1972. Its core competencies lie in the global procurement of promotional products, in the individual design of the products in its in-house graphics department as well as in logistics with e-shop solutions, storage and shipping. In addition, the company runs its own workwear department including an online shop for protective workwear. Moreover, Wertpräsent also supplies well-known commercial companies from Europe with innovative non-food products.

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From 7th-9th February 2018, two modern halls Warsaw EXPO will become the European center for advertising industry. During the 14th RemaDays over 750 exhibitors will showcase their latest achievements and solutions. As the research has shown, it is the broad offer that attracts a growing number of visitors, both from Poland and from abroad.

## RemaDays Warsaw 2018

# More sectors – More opportunities



RemaDays Warsaw 2018 will feature 10 sectors of advertising-related activities.

**A**t the last year's show, more than 30 per cent of the visitors were first-timers. Next year, this number will surely grow, since the RemaDays Warsaw 2018 will feature 10 sectors of advertising-related activities – Gifts World, POS & Display, Technology Park, Printing House, Packaging Materials, PhotoCreation,

Lighting Systems, Event Show, IT & e-Solutions, and Outdoor Advertising.

### A broad thematic scope

A broad thematic scope is our answer to a rapid development of the advertising industry. Such a selection of sectors will enable the visitors to find the exhibitors faster, thus improving communications comfort significantly. This has already been appreciated by over 21 thousand specialists, including 3 thousand international ones, who visited the RemaDays Warsaw in 2017.

### An inspiration for each and every visitor

A considerable number of companies in all fields of the advertising market under one roof means that everyone will have a chance to look into the latest trends and, in effect, choose a business partner who can guarantee top quality of products and services. The RemaDays Warsaw show will again become an inspiration for each and every visitor. More informations at: [www.remadays.com](http://www.remadays.com)



The Gifts of the Year 2017 winners.



# GIFT REVIEW

**RUSSIAN TRADE MAGAZINE**  
for promotional gifts industry

## AUDIENCE

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



## CONTENTS

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**Body care** techniques  
are ancient  
**cultural achievements.**  
The term **cosmetics**  
comes from the ancient  
Greek verb “kosmeo” for  
“I arrange, adorn, **decorate**”.  
In this segment, the  
industry also offers  
**beneficial** as well as  
(promotionally)  
**effective** products.





## Practical cosmetic accessory

Stockholm, the cosmetic bag made from polycanvas with a zip, is available at Giving Europe. It measures 21 x 15 x 1 centimetres and is a stylish and practical accessory that not only ensures order in the handbag. The handy format offers enough space for everyday make-up items, but also for important documents and papers. Stockholm is available in red, orange, lime green and cobalt blue. Advertising can be applied using screen or transfer printing.



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## Secret of pure beauty

DK Verlag in Munich combines the electric face brush Visa Pure Advanced from Philips with the Asian-inspired care products of the cosmetics brand Annayake. This high-quality set is supplemented by a book individually designed by DK Verlag according to the customer's wishes, with appropriate beauty tips and illustrative examples of use of the products. Even after using the care products, the book guarantees a long-term presence in the household of the end customers and is therefore a perfect give-away. Further information is available at DK Verlag.







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Tel +49 221 9854730  
sales@lipcare.de • www.lipcare.de  
<https://www.psiproductfinder.de/ztuymw>

## Word-of-mouth propaganda

The specialists of KHK GmbH offer high-quality lip care in the form of a new lip care stick. The exterior is made of 98% recycled plastic. The new, completely plant-based and vegan lip care formula LipNature Fair is equally environmentally conscious. The recipe is certified according to the high requirements of the recognised natural cosmetic seal Natrue and also has a high Fairtrade raw material content of 58 per cent. Lipcare Recycled Plastic can be ordered from 300 pieces in white, sand, natural green and black, with Fairtrade recipe starting at 1,000 pieces. All lip care products are produced in Germany according to the new cosmetics regulation as well as cosmetics GMP and registered in the CPNP portal.



PSI 47406 • koziol – ideas for friends GmbH  
Tel +49 6062 604-0  
incentives@koziol.de • www.koziol.de  
<https://www.psiproductfinder.de/mzhmmn>

## Pleasant and relaxing

Relax, the koziol massage frog, reduces tensions in the shoulders, neck and legs. Stressed persons who sit for long periods thus remain fit and merry for longer. With its four stimulation points, Relax is moved over the body with gentle circular movements, which still works through two layers of clothing. Another product highlight is Boxxx S, the storage box that brings order into chaos: for example, it stores toy blocks in the nursery, writing materials in the office or cosmetics in the bathroom. Compact in size, it is also ideal in small cupboards or on shelves.

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## Cutting edge

With embossing on the high-quality leather case featuring elegant manicure sets, nail scissors, files and tweezers of the Ruderer brand from Walter Broch Nachf. in Solingen, the quality instruments available in blue, green, yellow, orange and red become promotional products with a long-lasting advertising effect. The professionally handcrafted scissors are entirely Made in Germany. And the hand-grinded scissor blades and hardened cutting edges ensure long-lasting sharpness.



PSI 41853 • Frank Bürsten GmbH  
 Tel +49 7673 88865-0  
 info@frank-brushes.de • www.frank-brushes.de  
<https://www.psiproductfinder.de/mzzhod>

## Refreshing facial cleansing

When it comes to cosmetics or body care, facial cleansing plays a very important role. The facial care set from Frank Bürsten comes in a cotton bag containing a face brush, a sponge for skin care as well as high-quality cleansing milk. The cotton bag is available in black or natural white. The facial brush is also available separately, providing relaxation and a pleasant facial sensation. On request, Frank Bürsten can place an individual company or advertising logo on the brush.

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Tel +49 7432 907110  
info@regineiqtrim.com • www.regineiqtrim.com  
<https://www.psiproductfinder.de/mzhnm>

## Cosmetic beauty helper

The cosmetic headbands offered by the band specialist Regine IQtrim are made of high-quality microfibre material: polyester stands for comfort in the cosmetics, wellness and beauty sector. The cosmetic headband reliably protects hair and hair attachments against cleansing and care products and allows unrestricted access to the face. The ideal beauty helper for face cleansing, facial scrubs, facial care as well as for applying masks and make-up. Due to its elasticity, headaches typically caused by headbands are avoided. The bands are available in widths of 50 and 30 millimetres and are digitally printed so that almost all Pantone colours can be used.



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## Skin-compatible cosmetics

The assortment of cosmetics from Sanders Imagetools offers a lot of different fillings, packaging and decorative possibilities. The cosmetics are manufactured in Germany, dermatologically tested and very well tolerated by the skin. The products protect, care and refresh. The wide selection of fragrance and recipe variants makes it possible to make a perfect choice for all target groups and numerous areas of use. The handy companions fit into any pocket and are generally available with photorealistic printing from 250 pieces.

## Pleasant foot care

With the Pretty Woman pedicure set from Inspirion, nail care takes care of itself. The nailbrush ensures a perfect appearance and brings the user's feet in top shape. The pumice stone removes horny skin in a gentle way and the two toe spreaders made of soft foam help to paint toe nails. The care set is rounded off by nail files used to give nails the final touch. The set is delivered in a transparent zipped bag with a carrying cord.

PSI 42907 • Inspirion GmbH  
 Tel +49 421 5227-0  
 info@insprion.eu • www.promotiontops.eu  
<https://www.psiproductfinder.de/ndbmj>





## Soft and absorbent

“Back to Basics” is the motto at Malgrado. Microfibre has long been a feature of sports towels, but the trend is back to natural materials. The fitness towel made from pure cotton terry cloth is handy for strenuous sports. With a size of 30 x 130 cm, you can wear it like a scarf loosely around your neck. In addition, it is wide enough for hygienically covering training equipment. It is extremely absorbent and soft. Advertising options for special productions include jacquard weaving, border weaving, high-low-weaving, digital sublimation printing, reactive printing and embroidery. The minimum quantity is 1,000 pieces. The base colour and material thickness can be freely selected.

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## Effective care

Pocketlotion Hand from KHK contains 15 millilitres of high-quality hand lotion in a pump dispenser which features a leak-proof click seal. The practical and handy stick fits into any small pocket and is always ready to hand. Enriched with hyaluron and shea butter, the nourishing and protective hand lotion pampers hands with nutrients and moisture. Thus, the hand care is perceived as a personal promotional product with a positive image. Pocketlotion Hand is produced in Germany and can be ordered from 300 pieces. The delivery time is about three weeks. Embroidery is personalised with an all-round label in 4C digital print.



PSI 41259 • Lehoff Im- und Export GmbH  
Tel +49 40 529607-0  
info@lehoff.de • www.lehoff.de  
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## Surprising beauty box

The Glossy Box with five brand-new cosmetic products from Lehoff stands for surprising moments. Every month, the beauty box features a mixture of classic favourite products and new trends to discover. From the design of the box to the selection of the products to the product card with further information, this gift surprises with something new every month. Finding something new is the first step, the correct application is the second. Not only does each box contain a detailed product description with application tips created by the beauty experts at Lehoff, more detailed information can also be found on the website.





## Fine helper

The Little Beauty hairbrush from elasto, the ideal helper for all large and small hair disasters when on the go, helps against a dishevelled hairstyle just before an important appointment. It is so small that it is guaranteed to fit into any pocket and yet big enough to bring hair back into shape quickly and easily. The plastic bristles in the wooden housing with their rounded ends are gentle to the scalp and do not damage the hair structure. The Little Beauty can be finished using pad printing.



## Delightfully embroidered

As a strong, proven partner, Klam Marketing has been finishing everything the textile industry has been producing for almost 30 years. The embroideries are exquisite and of high quality, the yarns used are colour intensive and also of high quality. Klam accompanies its customers from the outset, and implements wishes with great expertise. A cosmetic bag is also perfect for individual finishing: And an often boring everyday object suddenly becomes a very special eye-catcher.



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## Luxury for the body and mind

The Rituals collection of luxurious products for the body and mind stands for quality and care and is available at Trendfactory. These products are thus based on natural ingredients out of consideration of the environment, humans and nature. For everything that nature does not offer, Rituals reverts to safe alternatives. All products of the collection are free of parabens. Rituals also stands for a luxurious concept for promotional product distributors: a carefully chosen range of exquisite gift sets and products guarantees the ultimate brand experience.

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## Well-groomed on the go

Luna, the manicure set from elasto, is a companion that no bag should be without. Whether it is for a woman or a man, the compact polyester case with a press stud is an accessory that brings added value for everyone. Equipped with nail files, tweezers and nail clippers, customers are optimally prepared for all eventualities. No matter whether a fingernail is broken off or a part of the nail skin is cut, the Luna manicure set quickly provides relief. The press stud ensures that everything stays where it belongs and that the polyester case maintains its compact shape. Luna can be finished in five colours using transfer printing.



## Soothing bath experience

When it is cold and wet outside, a soothing bath seems like a small wellness holiday. The Seasons Hamilton bath set from PF Concept is ideal for relaxing in the bath: Not only bath salts and balls, but also shower gel and body lotion are included in the elegant gift box. A candle completes the offer and ensures a cosy atmosphere. A wellness feeling after taking a bath is also promised by the fluffy Eastport towel made of high-quality cotton and the super-soft Bloomington bathrobe.



## Beauty par excellence

The selection of beauty products from the Italian promotional product company Raxy Line is large and offers a variety of accessories for sports, outdoor and lifestyle. The entire portfolio can be individually printed to meet customer requirements and compiled into highly effective promotional products. Among the cosmetic articles are toiletries and zipped toilet bags made of soft microfibre as well as wristbands, headbands and eye masks which can be customised in terms of design, size and printing.

## World Cup 2018 Features: Team-Spirit

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## Natural dream

Beneficial wellness in the cold season is promised by the Nature Bag from Multiflower with about 100 grammes of bath salt: The orange fragrance ensures relaxation in the bath. Promotional print on the standard motif of the header or one's own completely individual design on the header is possible from an order quantity of at least 250 pieces. Alternatively, the user can design his own header. The advertising space on the standard banderole is 40 x 60 millimetres; the 42 x 160 millimetre surface of the banderole is predestined for one's own design.



## Perspire in style

The Sauna bath set from Giving Europe consists of a brush, shower sponge, bath sponge and pumice: This gives the user everything necessary to relax after a hard day at work. A short break and relaxation can seem like a wellness holiday. The optically appealing wooden bin blends optically into almost any bathroom ambience. Advertising can be applied by Giving Europe using pad printing.

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## Place in the crocodile

Alli von Bühring is a new, more compact cosmetic bag, fashionably designed with a spacious main compartment. The individual parts can be designed in different colours or in a single discreet colour. For small quantities, colours are available from stock in fine, natural woollen felt, high-quality merino wool according to Oeko-Tex® Standard 100. As an alternative, the much cheaper new Italian PET felt, which is completely vegan from recycled PET bottles, can be chosen. The design can be individually modified. Blind embossing on PET felt is recommended to apply advertising. Screen transfer printing is possible on wool felt and PET felt. The delivery time is approx. four to five weeks after release of the sample and logo, depending on the quantity and availability of the colour.



## Compact and easy

Vinomaxx® TheTravelTalent from Spranz is the ideal companion when travelling and enjoying life: after all, it is an inflatable, water-resistant, splash-proof bag, perfect for storing cosmetics or valuables on the beach. The product can also serve as a pillow or as a safe transport container for a fine wine purchased on the go.



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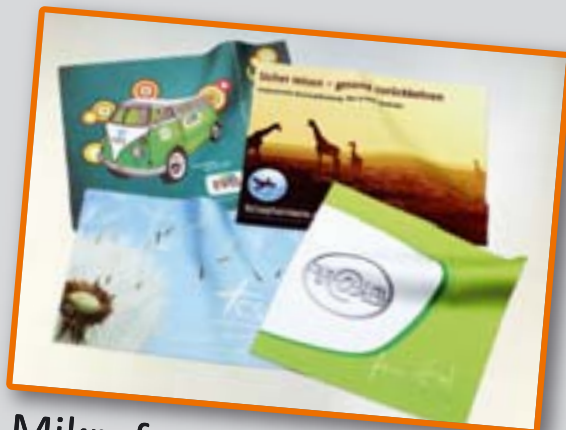
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## Eye-catcher in the bathroom

Sale from Czech Republic has a completely customisable cosmetic bag on offer. The toilet bag can be made in many different shapes and sizes, is made of water-proof polyester and printable in full colour. It contains two separate pockets with a zip and becomes an effective and sustainable promotional product when customised in the customer's CI.

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## Excellent covering ability

The private label nail polish from JH Innovations will win you over with their premium 'Made in Germany' quality. You can select from a wide array of long-lasting nail polish colours which come in different bottle shapes and sizes. The nail polish is available in personalised CI colours and is vegan and non-toxic. What is more, it dries quickly and has excellent covering ability. The polish spreads optimally on your nails so that you can do your nails easily and quickly. Even make-up artists and beauty professionals are impressed by this easy-to use and long-lasting cosmetic product.



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## Regal und Organizer

Längst nicht so gefährlich wie eine Schlange, aber ebenso gelenkig ist Boa von koziol, in Bad oder Sauna als Aufbewahrungsmöglichkeit für Handtücher und Flaschen, eine Augenweide. Im kompakten, geschwungen designten Regal sind alle wichtigen Utensilien griffbereit untergebracht. Passende Ergänzung sind die Surf Utensilos: In drei unterschiedlichen Größen ist vom Shampoo bis zum Lippenstift alles übersichtlich aufgehoben. Mit dem dynamischen Wellenkamm lässt sich Surf an Wandhaken oder Armaturen hängen. Aus den Schlitzen im Boden der Halbschale kann Spritzwasser ablaufen. Und sie dienen als Befestigungspunkt für ein weiteres Surf.



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Since 1961, the family-owned company Heri-Rigoni in the Black Forest has been producing stamp pens and other stamp products. With the acquisition of the emotion factory brand in July 2016, the product portfolio was expanded enormously with the advertise & grow, give-away and seasonal product segments. The conclusion drawn after one and a half years: The integration has been successful and has lived up to all expectations.

## Heri and emotion factory under one roof

# The perfect complement



A team that complements itself well: (from left to right) Carolin Klapper, Roland Schulz, Armin Rigoni, Marc Herr and Lisa Hilser recently celebrated their company's 30th anniversary.

Those who travel to the company headquarters of Heri-Rigoni in Fischbach in summer, will find the fascinating harmony of the Black Forest landscape. The two brothers and proprietors Armin and Michael Rigoni, who now run the company together, love their home. This is where they grew up and where the company founded by their father has developed. With great skill and a wealth of ideas, they are continually adding new facets to the company that will continue to drive it forward.

It has now been around one and a half years since the emotion factory brand was taken over by the Jung Group and integrated into the Heri-Rigoni portfolio. Emotion factory stands for "growing" promotional ideas with seed

bags, plants and pots as well as creative Christmas give-aways and other seasonal items. Armin Rigoni explained how the brand came to Heri-Rigoni and why it is in good hands at the Fischbacher company.

### Production expertise as the basis

At first, we were able to look around the production and office rooms during a guided tour. It quickly became clear that production expertise is the basis for almost all activities of the company – directly and indirectly. From the outset, Heri has created a niche as the only manufacturer of stamping pens. Customised stamps make Heri products unique. Their quality as well as perfect personalisation thanks to the international stamp service have brought them a lasting success – both in the national and international promotional product trade. Heri's stamping pens are so unique that other brands are also supplied with the popular customer loyalty products. In addition, Heri also has office and textile stamps in its assortment, and since 2016 also biscuit stamps.

### All under one roof

During the company tour, we also saw the company's second mainstay, plastics processing. Two decades of experience in injection moulding technology are now proof of Heri-Rigoni's manufacturing expertise. Plastic parts are produced for their own products, but the company is also a supplier for the automotive and watchmaking industry as well as for fine mechanics. An example: The housing of the versatile cuckoo clock, which has been a trendy advertising medium in Heri-Rigoni's range for a long time, comes from its in-house production. Most of the tools are also produced in Germany. As we continued our tour through the production halls, it became clear that all production steps such as further processing and assembly, finishing (pad printing, laser), label and packaging print-





“Advertise and grow”  
is the most important  
product family  
of emotion factory.

ing, picking, packaging (also in cans) and quality control, right up to the sales department, are located in the company: An indicator of quality and flexibility along the entire line. What cannot be seen but what is equally essential for the success of the company is the inventiveness which leads to a constant stream of new products, gifts, sets and promotional ideas, the diversity and cleverness of which especially characterises the emotion factory assortment. Heri-Rigoni is DIN EN ISO 9001-certified as well as DIN EN ISO 14001.

### Searched – found

The link that brought emotion factory and Heri-Rigoni together was the biscuit stamp which Rigoni had presented for the first time at the PSI in 2016. Jörg Dennig of Jung liked it so much that he wanted to integrate it into one of emotion factory's product sets. In the course of a discussion with Armin Rigoni about this stamp, it turned out that Dennig wanted to part with emotion factory because an enormous effort was necessary to properly organise and manage a non-food operation together with a food company. The stringent legal requirements imposed by the food industry – for example, food and non-food areas must be located in separate buildings – make it difficult to com-

bine such different branches of business. Dennig had been keeping an eye out for a potential buyer for emotion factory for a long time. It was a fitting coincidence that Rigoni was looking for a second mainstay of business to complement its high-quality portfolio of stamping pens with less expensive give-aways and seasonal articles.

### Swift integration

Within a very short time, they reached an agreement and immediately began finalising the purchase process. The relocation and inventory were completed in just one day – everyone had to help. “We got off to a flying start because it was important for business at Christmas 2017 to be completely normal. So we leased an additional warehouse nearby and arrived on time with 14 new products and a complete catalogue of all promotional products,” explains Armin Rigoni. The integration of emotion factory was completed after only three months. The trust that both partners have had in each other has certainly been a catalyst for the smooth running of the company acquisition. A large barbecue on the anniversary of the takeover of the company sealed the successful merger of the two “company worlds”.

### Indispensable know-how

Roland Schulz, a long-standing customer consultant and product developer who was and is the creative mind and irreplaceable expert of emotion factory, was also part of the takeover. For the sake of “his” emotion factory, he moved (for the working week) to the Black Forest and continues to look after sales and production. The existing product range has been preserved and is regularly enriched with innovations. To this end, Schulz receives many valuable tips from customers who want special products for special events. These ideas are, of course, adopted as far as possible. Only sweets are not allowed to be included among the products as this is part of the agreement with Jung.

### More independence and flexibility

The integration of emotion factory offers the possibility to integrate products and components produced in-house into the assortment. “Our goal is to produce some of the parts purchased so far ourselves. We have the opportunity to do this, as plastic parts are used in many product sets,” says Armin Rigoni, citing an example. “We produce a semi-sphere made of plastic, also with a separation, which is perfectly suitable as a planting bowl. Together



Recently, even the tins are sealed in-house.



Laser engraving.



with a substrate tablet and a printed sleeve, it is a great product.” The bowl can also be used in the brand-new advertising line “Tierisch gute Werbung”, which has been created for animal-loving target groups: as a container for treats that as a toy will bring joy to our four-legged friends for a long time. These examples show the possibilities of production expertise in product development.

### Everything fits together

What other reasons were decisive for the acquisition? The new brand also fits well into our company, both in terms of structure and content. When it comes to writing instruments and stamps, there has always been a lot of custom-made production in Fischbach – largely home-based work as is customary in peripheral areas. This tradition has been preserved to the present day and offers many advantages to companies and employees alike. Since the products of emotion factory also require extensive packaging, existing structures can be used. The theme of “advertising and growing” also precisely meets the current trend towards sustainability. This is why Armin Rigoni





Labels are applied.



Quality control: After assembly, each writing instrument is tested and manually packed.

sees a great future for ecologically oriented products. Many companies want to communicate their responsible attitude in their advertising campaigns – emotion factory has the products for this. In addition, Heri has always been very active in export (the stamping products) and these contacts can now also be used by emotion factory for international distribution.

### New: Tierisch gute Werbung

Towards the end of our conversation, Armin Rigoni once again enthusiastically talked about his latest project “Tierisch gute Werbung”. The idea behind it: The fastest way to a dog’s owner is through his dog. In this case, through everything dogs like. High-quality brand-name food “Made in Germany” is packed into cans, bags, sachets and, if desired, in resealable cans. Individually branded, with printed sleeves or labels, they are all strong advertising ambassadors. The advertising line, which is exclusively available at emotion factory, provides the promotional product trade with building blocks for effective advertising concepts with which companies operating in the pet supply market and



New promotional line “Tierisch gute Werbung”: Competence and resources optimally used.

other dog-loving professional groups can purposefully target their customers. The secret here too: many things come from in-house production or utilise existing skills and resources. A concept that makes sense. <



(Biscuit) stamp as the link between Heri-Rigoni and emotion factory.



The promotional product industry is well advised to take note of Ballstadt, part of the municipality of Lehrberg. For here is the headquarters of beLaser, the specialist for laser inscriptions and laser engraving. In 2017, the company participated at the PSI for the first time. And in 2018, their precision work will again be demonstrated at the trade show.

## Precision work from Lehrberg

# Laser inscriptions par excellence



A laser in operation.

**W**he self-starters behind beLaser are Ronny Baumert and Thomas Biewald. The founders and managing directors were previously employed at a medium-sized company based in Ansbach, Germany, a supplier to the automotive industry which had three plants and 500 employees. The company focused on producing radio fascia panels, navigation systems and other control elements for almost all automotive brands. In addition to design engineering, toolmaking, injection moulding, painting, pad printing and assembly, the fascia panels, as well as almost all the switches in a car were laser-inscribed.

Ronny Baumert was the head of the laser department with 30 laser systems. Thomas Biewald worked in process design. Ronny Baumert established the first “contact” with the promotional product sector in 2007 when he was offered free laser capacity for the promotional product market as part of a profit centre. In 2008, the long-standing automotive supplier became insolvent and ceased operations in 2009.

### Successful start-up

In the same year, the two made a virtue out of necessity, took the plunge into self-employment and founded their own company beLaser GbR with two laser inscription systems from the insolvency assets of their former employer. “Initially planned as a secondary business, the operations quickly developed into a full-time job. And this was mainly due to the fact that customers from the promotional product sector encouraged them to take this step – customers who have remained loyal to this day – as well as former customers from the automotive sector, who regularly rely on our know-how,” says Ronny Baumert. The company’s legal status was changed from GbR to GmbH in 2010. New orders quickly followed and additional laser machines were added. In 2011, beLaser was certified according to DIN ISO 9001: 2008. In 2014, the laser specialists were awarded the start-up prize for the “Central Franconia” region in the “Start-up” category.

### Focus on consulting

Today, beLaser GmbH has three main business areas. The laser professionals support and advise companies from the idea through to the inscription of the sample and pre-production to the in-house integration of a laser system or at



Finished lasered parts.

a subcontractor. In this area, numerous renowned and globally operating customers such as SONY, the motorcycle manufacturer KTM and adidas already rely on the expertise from Ballstadt.

### Focus on industrial labelling

In the field of industrial labelling, beLaser generates laser inscriptions on products from a wide range of industries. Each year, for example, the company labels about three million cosmetic bottles, one million components for the automotive industry and about two million seal closures.

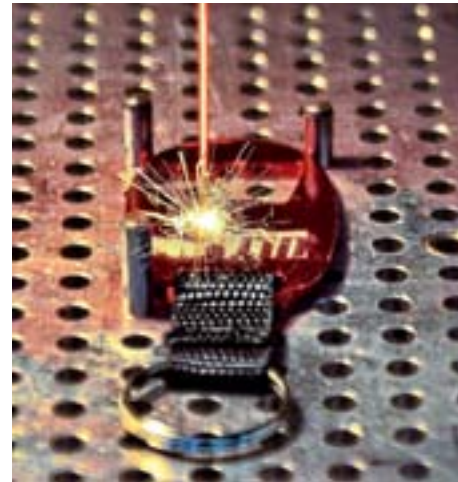
### Focus on product labelling for distributors

When it comes to product labelling, however, the specialists at beLaser are not only geared to handle large capacities, but also show flexibility with small quantities. Today, 7 laser systems are available exclusively for engraving promotional products. 1.6 million different articles, starting with the breakfast board through to glasses and classic products such as ballpoint pens and keyrings were inscribed in 2016. "Each part is manually inserted and checked", says Ronny Baumert. "To ensure that the customer receives 100% flawless goods, we not only pay attention to the quality of the laser engraving, but also check the actual product for defects. In this way, the promotional product distributor can react to faulty goods in good time and complain to the manufacturer before they reach the customer", adds Baumert.

### No advance costs

"Following two years of declining sales, promotional product distributors have since 2017 increasingly put their trust

in our specialist laser inscription, so we are planning another laser inscription system. Systems that are specially designed for the needs of the industry enable a usually larger inscription than that stated by the manufacturer," explains Thomas Biewald. Customer contact is given the utmost priority by the two managing directors, whereby personal advice is quintessential for Biewald and Baumert. The entrepreneurs are proud to have offered the industry stable prices since their company was founded. Engraving in small quantities from just 1 piece is also possible. "Our advantages and great strengths are quality and speed. In addition, we do not charge any advance costs," emphasize Baumert and Biewald.



This photo gives an insight into the laser process.

### View into the future

The two beLaser self-starters also provide a brief look into the future: "Laser technology is constantly evolving. For example, it is currently possible to inscribe aluminium – even silver – in black directly with the laser and without any aids, or to finish more and more plastic products with the laser. beLaser invests in this technology in order to remain future-proof." For further information, Thomas Biewald and Ronny Baumert encourage those interested in the promotional product sector to simply contact beLaser. Incidentally, the laser specialists will also be participating at the upcoming PSI in Düsseldorf: in Hall 11 at stand 11N34. <

The Helsinki Woollen Sock Factory continues a Finnish industrial tradition: the company produces woollen socks. Thanks to their versatility, they are also very well suited as promotional products.

## Woollen socks from Finland

# Advertise with warm feet



Director Jukka-Pekka Kumpulainen in his office.

**T**he Helsinki Woollen Sock Factory specialises in a single product: woollen socks. What at first sounds simple turns out to be an attractive and versatile classic on closer inspection. Thanks to their composition of 70% wool and 30% polyamide, the socks of the Helsinki Woollen Sock Factory are characterised by high durability and high breathability. But that is not all. "Our socks are very comfortable," says Jukka-Pekka Kumpulainen. "Through repeated direct contact with the skin, this pleasant feeling when being worn becomes even more intense over time." Even water does not do any harm, thus making the socks ideal for outdoor activities such as hiking, fishing and skiing. Or as workwear for construction workers, firefighters and policemen.



Thanks to the numerous customisation possibilities, the woollen socks of the Helsinki Woollen Sock Factory are also ideal as promotional products.

### Grey and coloured

The bestsellers of the Helsinki Woollen Sock Factory are socks in the classic colour grey. On request, however, almost any colour is available. In this case, the minimum order quantity is 400 pieces. Whether it be grey or coloured socks: the Finns make all their socks with their traditional machinery. Some of the knitting machines used there are from the 1920s. Here, North European craftsmanship meets proven technology.

### Individual promotional products

Thanks to the numerous customisation possibilities, the woollen socks of the Helsinki Woollen Sock Factory are also ideal as promotional products. A popular option is to provide the socks with a personal label. Other options include attaching patches and custom embroidery. Measures that are worth it: When used as promotional products, woollen socks communicate values such as quality, tradition and durability.

[www.helsinkiwoollensockfactory.fi](http://www.helsinkiwoollensockfactory.fi)



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The name says it all: With the company Roll-Up.Bayern, we are presenting a new member of the PSI network, which, among other things, specialises in promotionally effective presentation systems, and has established itself as a reliable partner for its customers within just a few years.

## New member of the PSI network

# Promotionally effective presentation systems



Single- and double-sided banner stands are available.



The company also has various promotables in its range.



CEO Daniel Lochbrunner.

the product range of the presentation experts also includes trade show and representation counters as well as special productions for purpose-oriented, targeted use.

### Originality, practicality and quality

Originality, practicality and quality are the trump cards of "Roll-Up.Bayern", which exhibited at the most recent PSI for the first time. Whether it be scaffolding banners, building fence banners or customised banners made to measure, with eyelets all around or hemstitch, the desired implementation is no problem for Roll-Up.Bayern. All banners are B1-certified and can also be produced in small quantities. A feature of all products from the company's extensive range is their easy handling, resilience and mobility.

### Changing offers

Customers continually profit from changing offers, currently, for instance, for the Roll Up Budget (80 x 200 cm), the final price of which includes printing and bag. You can find more details about the numerous presentation options from the Roll-Up.Bayern portfolio on the company's website or from the managing director and owner Daniel Lochbrunner, who is also the direct contact for promotional product distributors and consultants.

**B**efore Roll-Up.Bayern had found its own niche, however, the company started out as a classic promotional product business in 2010. The focus soon shifted to the production and delivery of presentation systems and advertising banners of all kinds. From its headquarters in Krumbach in Bavaria, the customer is now supplied with everything a company needs in order to showcase itself quickly and effectively at various events.

### Wide range

In addition to roll-ups, mesh banners, PVC banners and various flag shapes (including beach flags, for example),

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## Protected entertainment

SmartProtect is the **clever protection** from team-d for the smartphone. The smartphone protector made of PVC with a smart lock made of ABS offers high protection against moisture and dirt while the phone is being used. SmartProtect, the effective smartphone protection for action lovers and dirty fingers, is available in transparent smoke black, ex stock.

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## Sweet Easter attraction

A new **Easter attraction** from Jung is the 12.5-gramme Easter bunny made of delicious whole milk chocolate from the Klett brand, which not only ensures a great appetite among customers but also a great interest in the advertising message of the advertising company. With the customisable promotional sleeve, the message of the advertising company anchors itself directly in the minds of customers and becomes an Easter eye-catcher.

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## Clip-clip hurrah

Ideally suited for communicating your own brand, the generously dimensioned clip of the Kiwu **ballpoint pen** from Paul Stricker is a real eye-catcher. The Kiwu Metallic model impresses with its elegant design, and its modern colouring with a metallic effect makes writing a real pleasure. The writing instrument made of ABS with a black barrel and blue writing refill can feature an advertising message on the clip. Further information is available on request.

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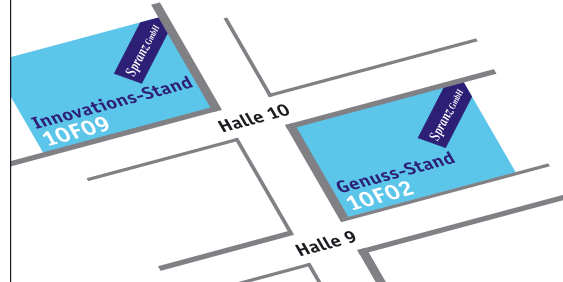
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## Roman Hugo

The Hugo is the trendy beverage in Germany. The alcoholic **cocktail** based on a Secco has an appealing fresh lime-mint flavour and the sweetness of elderberry blossom syrup. In the popular 200-millilitre slimline can, the Hugo from Römer Drinks perfectly suits the barbeque season. And in order to make the customer's advertising stand out, 264 different cans are available, ranging from a simple paper label to an exclusive full-body label with a soft-touch surface. In addition to Hugo, Secco and Frizzante Rosé are also available in the can. Non-alcoholic beverages such as energy drinks, apple spitzer, latte macchiato and sports drinks are also available from stock.

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## Fine gift ideas

Packages for large and small company **presentations designed** with a passion for modern fine dining and high-class delicacies are supplied by corviscom. The principle is to combine exceptional delicatessen specialties with high-quality brand products. Silk paper, a satin ribbon, title stickers with space for your own inscription, and a flyer with the history of each product reveal the high appreciation of the recipient. The uniform colour concept underlines the high quality of the packages, whereby the colour and texts can be individually customised. As standard, the concepts are available in cardboard and wood packaging versions as well as convertible backpack boxes. Individual packaging can also be offered. The services provided also include gift cards which can even be hand-written if required, as well as the complete organisation up to delivery according to provided address lists.

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## Aromatic promotional cocktail

In the Spicy Fruit Mix, buah's **sweet fruits meet aromatic spices**. With hot water, this gives a gently warming fruit flavour. The mixture contains only natural ingredients such as freeze-dried pieces of fruit, ground spices, all without additives: orange, banana, apple, sour cherry, ginger, cinnamon, cardamom and allspice. The juicy orange has inspired buah to create the Spicy Fruit Mix, a mixture that is creamy sweet, pleasantly spicy and at the same time naturally tastes fresh. The Spicy Fruit Mix is flanked by buah Cranberry & Friends and buah Physalis & Friends. All mixtures can be mixed with hot water to make delicious hot drinks. A soothing trio for cold winter days. The natural products of the Berlin-based company available both online and offline can be discovered at the PSI in Hall 12 at stand M14 where the focus will be on unsurpassed quality, social as well as ecological responsibility and transparency.

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## Sweet Communication

With Yogurette, one of Ferrero's brand classics, Kalfany ensures a maximum promotional impact: presented in an **aroma blister**, there is plenty of space for personal corporate advertising on the surrounding foldable promotional paper card and the entire reverse side. With classic or white Ferrero Küsschen, Kinder Schokolade or strawberry Yogurette, three different chocolate classics can be chosen from as sweet content. The closed and glued promotional aroma blisters can be printed on both sides in one to four colours. The Sweet Communication II is available from 2,500 pieces, packed in 100 units per carton.

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## World champion-like mood makers

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## Advertising bull's eye

A FIFA World Cup is always a bull's eye for advertising: With the **Lediberg World Cup Edition**, the advertiser will always be on the ball and well-informed about the World Cup in Russia. The popular World Cup Guide and the creative special embossing motifs for the Ivory notebooks will whet your appetite for the biggest sporting event of the year and, at the same time, they are also the ideal companion for taking quick notes: the effective counter to place advertising messages even beyond the World Cup. The notebooks are delivered with a sticker sheet of the national flags of all participating teams. This can be placed on the book under the embossing "My Team".

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# TOODOR!

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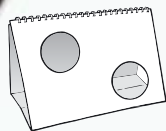
### WM-CLAPPER

**Macht Stimmung.** Fan-Clapper mit oder ohne Kaschierung für die spannenden WM-Momente.



### WM-BOOK

**Alle Extras inklusive.** Notizbuch im Format A5 mit Spielplan und Fußball-Schnippspiel: Haftnotiz in Fußball-Form und Torwand zum Aufstellen.



### WM-KOMBI-SET

**Verbindet Nutzen mit Spiel.** Haftnotiz im Umschlag mit gestanztem Aufsteller, der zum Torwand-Schnippen einlädt.

## PSI 2018 | Travelling economically and relaxed

In just a little over a month, the PSI 2018 will open its doors. Participants who plan **their trip and stay** at an early stage can benefit from the **advantages** offered by the **PSI co-operation partner Deutsche Bahn**. There are also **reduced room rates** at **PSI partner hotels**. For those who want to travel to PSI in a relaxed and sustainable manner, a train ride is a real alternative. For those travelling by train, there are reductions through the event ticket in cooperation with Deutsche Bahn. The offer: event ticket single journey with train connection (while tickets last) from 49.50 euros. For further information, visit: [psi-messe.com/angebot\\_der\\_deutschen\\_bahn\\_ag\\_68.html](http://psi-messe.com/angebot_der_deutschen_bahn_ag_68.html). The partner hotels of PSI can be found at the following link: [http://www.psi-messe.de/hotel\\_1425.html](http://www.psi-messe.de/hotel_1425.html)

**Lufthansa Group** as well offers **special prices and conditions** to participants and invited guests. For further information, visit: [psi-messe.com/en/Home/Anreise/1422/](http://psi-messe.com/en/Home/Anreise/1422/).

For further information on travel and hotel bookings, the PSI Travel Centre will be at your disposal **by phone on +49 211 90191-281 or by e-mail at [hotel@psi-messe.com](mailto:hotel@psi-messe.com)**.

## PSI TRADE SHOW APP | Always well informed

All news about the PSI 2016 is naturally available when on the go: With the **PSI TRADE SHOW app**, interested parties are always up to date and can learn **everything worth knowing** about the industry's leading trade show in Europe **within a very short time**. The new app is available for all common smartphone models. Simply scan this QR code and download the app. An uncomplicated download is also possible at the Apple or Google Play Store. [www.psi-messe.com](http://www.psi-messe.com)



## PTE 2018 | Chance for new contacts



From 24 to 26 January 2018, the 18th Promotiontrade Exhibition (PTE) will take place in Milan (fieramilanocity). PTE is the only yearly appointment in Italy devoted to advertising specialties, promotional garments and personalization technologies. Many novelties are in progress. In 2018, there will be two exhibiting areas. One is dedicated to promotional objects, celebration gifts and garments and the other one to personalization machines and services, creating a huge offer of the promotional industry: from the latest curiosities of advertising specialties to most original ideas of business gifts and incentives; from the latest trends of promotional garments and accessories to the most innovative personalization technologies. It will be added by a rich program with seminars and workshops targeted to visitors and exhibitors. In a survey by PTE among exhibitors and visitors about 80 per cent of the exhibitors confirmed to be very satisfied with the event. Also 65.6 per cent of first time visitors considered their participation as positive. Two thirds of all visitors (66,4 per cent) declared to have met new contacts during the exhibition. The date 24 to 26 January 2018 for the PTE furthermore offers new synergies: The HOMI January will take place from 26 to 29 January 2018 and will represent an additional occasion to identify possible opportunities and complementarity between the products on offer at the two events, whilst also making new contacts. To facilitate this double visit occasion, PTE will place some promotions, such as entrance tickets facilitations and the availability of a continuous shuttle service from PTE/fieramilanocity and HOMI/fieramilano Rho. [www.promotiontradeexhibition.it](http://www.promotiontradeexhibition.it)





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**9 – 11 January  
Düsseldorf 2018**

The Leading European Trade Show  
of the Promotional Product Industry

 Reed Exhibitions

[www.psi-messe.com/tickets](http://www.psi-messe.com/tickets)

**As of right now registered PSI distributors can invite their customers to PSI 2018.**



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# Excerpt\* from the PSI 2018 regulations

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## 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](http://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.

\* Furthermore, Reed Exhibitions Deutschland GmbH's General Terms and Conditions and the PSI Code of Honour shall also apply.

### Rules for distributors

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



## PRELIMINARY EXHIBITOR LIST OF THE PSI 2018 BY HALLS 9 – 11 JANUARY 2018 IN DÜSSELDORF

The following companies present themselves at the PSI show 2018:

### HALL 9

PSI No.	AUSSTELLER / EXHIBITOR	STAND	PSI No.	AUSSTELLER / EXHIBITOR	STAND
47187	Abanicos Aldaia Internacional Manuel Guerrero Del Moral, Spain	9F09	42811	BOOMERANG S.A.S. CITIZEN GREEN, France	9G29
47670	Abanicos Jose Blay S.A., Spain	9E07	49753	BOTT sp. z o.o., Poland	9H33
44655	Abanicos Aparisi, S.L., Spain	9L35	45767	Bottle Promotions a Tacx International Company, The Netherlands	9K34
49500	Acarta GmbH, Germany	9H36	49848	BOYUT PROMOSYON Rek. Mat. San. Dis. Tic. Ltd. Sts., Turkey	9B44
45448	Aetzkunst GmbH & Co. KG, Germany	9C20	46304	The Brand Company, S.L., Spain	9G33
48751	AFISA Asoc. Fabric. Import SA, Spain	9B52		BRAUFABRIK EVENTS UG, Germany	9L10c
49337	Aiia LLC Partnership, Estonia	9H22	46905	Brauns-Heitmann GmbH & Co. KG, Germany	9A25
PSI Partner	aimfap, Spain	9M08	48045	B-TOKEN BVBA, Belgium	9F28
48797	A&J Agnieszka Polak, Poland	9G17a	47952	Büyüksoy Bayrak Ve Semsije San. Tic. A.S., Turkey	9G01
49511	ALCAN REKLAMCILIK VE HALKLA ILISKILER SAN. VE TIC. A. S., Turkey	9L08	40710	BULLYLAND GmbH, Germany	9E52
49980	Armada Kimya San. ve. TIC LTD STI, Turkey	9H16	49873	Button-King ist eine Marke der Heldenwerbung GmbH, Germany	9M23
48941	Arnulf Betzold GmbH DE144686574, Germany	9C34	PSI Partner	656 Editions CIMAG, France	9M22
45495	Art di Como Design GmbH, Germany	9M27	46643	Caramelos Cerdán S.L., Spain	9H19
45428	Asia Pins Direct GmbH, Germany	9L51	43811	CDH Computer Division Heinemann GmbH, Germany	9A22
49441	A.S.S.-3 Biuro Exportu Importu i Marketingu Ewa Skoczen, Poland	9E23	48877	chocri GmbH, Germany	9M29
49998	Asya Promosyon Bilg. Malz. ve Matbaa San. Tic. Ltd. Sti., Turkey	9L09	44950	C.I.F.R.A., S.L., Spain	9A44
48738	AuRa Textil GmbH, Germany	9L07	46851	Classic Line Warenhandels GmbH, Germany	9K01
PSI Partner	Ausfahrt Oy, Finland	9M12	48748	Claymore Willemen Koffers B.V., The Netherlands	9G51
49413	AVANT Stoneware Factory, Poland	9H50	46153	Clipper A/S, Denmark	9A19
PSI Partner	Association AVIRSU and Importers of promotional gifts Ukraine, Ukraine	9M08	48345	CMA Global Inh. Young Sun Kim, Germany	9G38
46781	AXXEL Sp. z .o. o. Axxel Sp. z o.o., Poland	9D22	47389	COGA®-GASTROME® Inh. Christian Darmstädter, Germany	9L36
47411	badge4u Wojciech Pawlowski, Poland	9A31	49780	colordruck Bayersbronn W. Mack GmbH & Co. KG, Germany	9E34
48060	badgetec® GmbH, Germany	9E13	46789	CoMo Europe B.V., The Netherlands	9C25
41338	Bären Luftballons GmbH, Germany	9D15	47506	Condom Message by Willems Winkels B.V., The Netherlands	9A37
PSI Partner	BAPP Belgian Association of Promotional Products, Belgium	9M08	41421	Coolike-Regnery GmbH, Germany	9B27
45434	Bartl GmbH, Germany	9A38	49376	CPS GmbH / FRESHTIS, Germany	9F51
48898	b & a Vertriebs GmbH Promokick, Germany	9C22	49170	CREA FZ LLC, United Arab Emirates	9H07
48731	Beseda Adrian Bereszynski, Poland	9D35	47722	Cup Concept Mehrwegsysteme GmbH, Germany	9G08
49300	Hannes Schmitz Bio-Button KG, Austria	9K43	48202	DAMLA OFFSET A.S., Turkey	9L02
46839	Bio Laboratories Ltd., United Kingdom	9F30	PSI Partner	Dr. Harnisch Verlagsgesellschaft mbH dedica, Germany	9M22
49606	BLACK HILL - Westcoast of Sweden Int. AB, Sweden	9F19	PSI Partner	Deutsches Patent- und Markenamt, Germany	9M02
49635	BlenderBottle Europe GmbH, Germany	9B34	PSI Partner	display Verlags GmbH display, Germany	9M22
41435	Böckling GmbH & Co. KG, Germany	9B14	48615	DIZAYN ETIKET San. ve Tic. A.S., Turkey	9F18
42357	Böker Messer-Manufaktur Solingen Heinr. Böker Baumwerk GmbH, Germany	9E33	49048	Doyuk Promotional Products, Turkey	9B28
47698	BOFA-Doublet GmbH, Germany	9C43	44886	DreiMeister Spezialitäten Hans Schröder GmbH & Co. KG, Germany	9C51
49348	BOOGIE Design, Poland	9D37	48332	drinks gmbH, Austria	9L44
			45198	Dr. Scholze Confiserie KG, Germany	9L30
			48122	Dubi's Promotionartikel Service GmbH - Comet Sports®, Germany	9G18
			49780	dynaments colordruck Bayersbronn, Germany	9E34



PSI No.	AUSSTELLER / EXHIBITOR	STAND
48868	EAGLEMATE GROUP PTY LTD NINGBO SKYBROAD TRADING CO.,LTD, Australia	9L19
49140	EB-Secco GmbH, Germany	9L10a
47503	Eco Promo Everything Environmental Ltd, United Kingdom	9L27
PSI Partner	Eisma Businessmedia B.V. Sign+, The Netherlands	9M22
48996	ELITA Spółka Jawna Jerz i Staszalek, Poland	9L22
44736	ELITE Srl, Italy	9H38
48915	EMAGNETS Magdalena Pliszka, Poland 9K23	
47403	Ender Tekstil Sanayi Ve Ticaret Ltd STI, Turkey	9D28
47737	ENDULZARTE, S.L., Spain	9E28
49093	Eren Kadife Tekstil Nakliye San.Tic. Ltd Sti, Turkey	9L31
41768	ESC - Europa-Siebdruckmaschinen Centrum GmbH & CO. KG, Germany	9B08
47057	ETITECNIC. SL, Spain	9G34
49714	Etkin Promosyon LTD STI, Turkey	9D01
47307	Exito Group M. Malczynski R. Badowski, Poland	9E20
PSI Partner	Fabrizio by Heinrich Sieber + Co. GmbH + Co. KG, Germany	9C47
46832	Fabryka Kart, Poland	9F33
47946	Fahnen-Herold Wilhelm Frauenhoff GmbH & Co. KG, Germany	9G52
46500	Farfaglia Evoluzioni Grafiche SRL, Italy	9H37
47960	Feniks Sp. z o.o., Poland	9H44
46874	Cokoladovny Fikar s.r.o., Czech Republic	9A08
47964	First Editions Ltd., United Kingdom	9E49
41002	Alfred Fischer, Germany	9E22
49421	Formpress AB, Sweden	9K24
41853	Frank Bürsten GmbH Bürstenfabrik, Germany	9E24
PSI Partner	FYVAR - Asociación de fabricantes y vendedores de artículos publicitarios y promocionales, Spain	9M08
47578	GIMEX melamine plus GmbH, Germany	9D41
PSI Partner	GJC International Sp. z o.o. Sp.k Gifts Journal, Poland	9M22
45192	Glasmark Sp. z o.o., Poland	9C35
43242	GÖCKENER GMBH, Germany	9D51
40969	Jakob Göschl GmbH Lederwarenfabrik, Germany	9F07
48349	GOLD PUZZLE COLLECTION Iskenderler Otomotiv Yed. Par. ve Hed. Esya San. ve Tic. Ltd. Sti., Turkey	9F01
46517	GORENLER AS TURKEY, Turkey	9D02
46895	Gottschalk B.V., The Netherlands	9D34
47197	GPE A. Ardenghi srl, Italy	9H08
	GUSTO	9M29/L50
PSI Partner	GWV Gesamtverband der Werbeartikel-Wirtschaft e.V., Germany	9H28
49342	HanseFlag GmbH, Germany	9K51
PSI Partner	Hauptzollamt Düsseldorf Presse - und Öffentlichkeitsarbeit, Germany	9M02
46612	HELLMA Gastronomie-Service GmbH, Germany	9L42
44145	helo ® Heckelmann Holz und Kunststoff GmbH + Co. KG, Germany	9K15
41118	HOECHSTMASS Balzer GmbH, Germany	9K33
47252	Höss Brau- und Vertriebs GmbH & Co. KG, Germany	9L10b
46994	Hubbes Verkstad AB, Sweden	EN02f
49482	i4 d.o.o. Grega Piskur, Slovenia	9L28
PSI Partner	IAPP International Association of Promotional Products, Russia	9M08
45302	ICO JSC, Hungary	9D38
PSI Partner	IFEMA Feria de Madrid, Spain	9M08
48770	Ilpen Kalemçilik Plas. San. Tic. Ltd. Sti., Turkey	9D21
44898	INGLI SWEDEN, Sweden	9K28
46924	INPRO SOLAR SYSTEMS Inh. Georg Huber, Germany	9K08
	International Area	9M08
46848	Ipekner Textile Clothing Co. Ltd., Turkey	9G02

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PSI No.	AUSSTELLER / EXHIBITOR	STAND	PSI No.	AUSSTELLER / EXHIBITOR	STAND
PSI Partner	IPPAG Cooperative International Partnership For Premiums And Gifts, Switzerland	9M08	49914	Pacific Market International, LLC, The Netherlands	9L24
PSI Partner	IPSA, Russia	9M22	47226	PAD'S WORLD, S.L. InterMouse, Spain	9G37
48357	IVB TransferDruck GmbH, Germany	9D19	47378	Paper + Design GmbH tabletop, Germany	9M15
49147	Jingli Can Europe GmbH, Switzerland	9F35	48815	PartyBox Europe Ltd, Hungary	9B33a
49996	JOI Ltd., United Kingdom	9M03	49608	Pelikan Vertriebsgesellschaft mbH & Co. KG, Germany	9C27
41170	JÜSCHA GmbH, Germany	9G49	45171	PepperPark GmbH Biova GmbH, Germany	9L38
41545	JUNG BONBONFABRIK GmbH & Co. KG, Germany	9L32	PSI Partner	PIAP Polska Izba Artykułów Promocyjnych, Poland	9M08
49628	KATHI Rainer Thiele GmbH, Germany	9L46	PSI Partner	Aktion Plagiarius e.V., Germany	9M02
49972	Keskin Color Kartpostalçılık A.S., Turkey	9E27	42210	Pulsfile t/n Hudson Wells Ltd, United Kingdom	9A28
49272	kinderleicht GmbH, Germany	9L16	47949	PNY Technologies Europe SAS, France	9H43
49319	Klaus Stephan GmbH, Germany	9L15	45196	Poligrafica Industriale SRL, Italy	9K36
47732	PHU KODER II S.C. Leokadia i Waldemar Sikora, Poland	9C28	PSI Partner	Polski Drukarz Sp. z o.o. Swiat DRUKU, Poland	9M22
49954	Kölnner Dom-Spekulativus® Inh. Claudia Korn, Germany	9L40	49402	Polskie Karty Sp. z o.o., Poland	9C14
46770	KREITER GmbH SIZZPACK, Germany	9D16	46596	POLYCLEAN International GmbH, Germany	9D27
47203	Krüger & Gregoriades Im- + Export GmbH, Germany	9B48	PSI Partner	Pop Up Media Srl Promotion Magazine, Italy	9M22
49933	KUMACO GmbH, Germany	9B47	PSI Partner	PPP Platform Promotional Products, The Netherlands	9M08
49411	KW open promotion consulting & trading GmbH, Austria	9F37		Product Sourcing und PSI FIRST	9M40
49872	Landgarten GmbH & Co. KG, Austria	9L50	48727	Promedya Tanitim Matbaacilik Montaj San. ve	
47605	LEVETTA S.r.l., Italy	9H37		Tic. lth/lhr. Ltd. Sti., Turkey	9C02
49677	LIKOR EAST-WEST PROMOTION Inh. Kornel Frankowski, Poland	9K19		PromoAlliance	9M20
47192	Linarts s.r.o., Czech Republic	9L01	48746	PromoFactory by Intermax, Croatia	9G44
43208	Logolf Line B.V., The Netherlands	9L23	48917	Promo-House s.c. T.Lukasik W. Lukasik, Poland	9G17
46104	logolini Präsenze Fickenschers Backhaus GmbH, Germany	9C44	48898	Promokick b & a Vertriebs GmbH, Germany	9C22
48100	Lufi Expressz Kft., Hungary	9B33	46596	PROMOMUG by POLYCLEAN International GmbH, Germany	9D27
49006	Mart Ceramic, Poland	9G45	49627	Promoteus 1000KOZ, s.r.o., Czech Republic	9C33
45721	Masas Decorative Metal Packaging Masas Decorative Metal Packaging, Turkey	9E21	PSI Partner	PRomotion, Sweden	9M12
43478	Masguant, S.L., Spain	9K10	PSI Partner	Promotionmässan, Sweden	9M12
46503	MAXIM Ceramics GmbH Maxim Ceramics GmbH, Germany	9B13	48685	PR Tryck AB, Sweden	9G16
49967	MEDIACONCEPT SRL Mediaconcept, Romania	9E35		PSI Institute Competence Area - Reed Exhibitions	
49850	Megalens Matbaacilik Turizm San. ve Tic. Ltd. Sti., Turkey	9B50		Deutschland GmbH	9M22/9M40
PSI Partner	Meisenbach GmbH Verlag textile network, Germany	9M22		PSI AFTER WORK	Hall 9
49776	METE PLASTIK SAN. ve TIC. A.S., Turkey	9E38		PSI XMedia - Crossmediales Werben im PSI Netzwerk	9M22
41581	michel toys Handels-GmbH, Germany	9G50		PSI Design Forum Piltz Design, Germany	9M02
43444	Edwin Mieg oHG, Germany	9C22		PSI eBusiness	9M22
48364	MIYO MENDIL VE GIDA SANAYI DIS TICARET LTD STI, Turkey	9B37		PSI Händler Sales / PSI Distributor Sales	9M22
44940	MK-Haushaltswaren - RICOLOR Thomas Mayr-Kiessling, Germany	9F27		PSI Institute Competence Area	9M22/9M40
49431	MMG Flags MMG Wesolowski Rafal, Poland	9E45		PSI Institute Praxis Forum - PSI Institute Best Practice Forum	9M28
48784	Modal BRG Örgü Dokuma Tekstil Sanayi Ve Ticaret Ltd. STI., Turkey	9E19		PSI matchmaking Lounge	9M22
48393	More Kagit San. Ve Tic. Ltd. Sti., Turkey	9G09		PSI Media Lounge	9M22
47673	myfitmix GmbH - Gesunde Werbung, Germany	9G43		PSI Neuheitentasche / PSI Novelty Bag	9-Entrance
PSI Partner	MYVENDO PROMOTION FAIR, Denmark	9M12			North
47956	NAV Enterprise LLC AK Cosmos Exports, United States	9C36		PSI Versandstation/PSI Parcel Service powered by -	
PSI Partner	New Business Verlag GmbH & Co. KG markenartikel, das Magazin für Markenführung, Germany	9M22		ZTV GmbH & Co. KG	9M48
49206	New Idea Crafts GmbH City Airport Bremen, Germany	9M19	PSI Partner	Fiera Milano S.p.A. PTE Trade Show, Italy	9G10
45981	NOEX spolka z ograniczona odpowiedzialnoscia sp.k., Poland	9E06	48954	Pusula Basim (Pusula Cizgi Altı Basim San. Tic. Ltd. Sti.), Turkey	9B38
42719	Nürnberg-Spielkarten-Verlag GmbH, Germany	9B22	PSI Partner	PWA Promotional Wholesale Association, Sweden	9M12
49791	Özen Promosyon ve Reklam San. Tic. Ltd. Sti., Turkey	9C01	42109	Quickbutton Badges AB, Sweden	9H20
80075	Offene Systeme Software! Inhaber Thomas Brecht, Germany	9F12	49331	R3D, LDA, Portugal	9K37
49663	Orakel bvba, Belgium	9F24	44741	RASTER, Poland	9A34
46305	ORIGINAL LANYARDS sdi publicidade lda, Portugal	9E08	46970	Ref!Aktive Thomas Wassmann, Germany	9H34
45998	O-Square GmbH, Germany	9B35	48273	Retap ApS, Denmark	9D07
			44940	RICOLOR - MK-Haushaltswaren Thomas Mayr-Kiessling, Germany	9F27
			42084	Gerhard Riegraf GmbH + Co. KG Tresor Verlag, Germany	9D50
			41211	rio Ballfabrik e. K. Inh. Gunnar Fuchs, Germany	9F08
			47847	Rösler Ceramtec GmbH, Germany	9E53

PSI No.	AUSSTELLER / EXHIBITOR	STAND	PSI No.	AUSSTELLER / EXHIBITOR	STAND
48130	Roland DG, Germany	9D49	43444	TIPP-KICK® by EDWIN MIEG OHG, Germany	9C22
49189	Roth GmbH, Germany	9F23	49180	J.H. Tönnjes GmbH, Germany	9M21
47430	RO-WE SNC DI Brusaterro Roberto & C. PRODUZIONE PORTACHIAVI / KEYHOLDERS PRODUCTION, Italy	9D20	49563	Trendy Sport GmbH & Co.KG, Germany	9H01
49976	Safe Reflector Ltd, Lithuania	9G19	43722	TÜRMÄK MAKINA SAN. VE TİC.A.S., Turkey	9K27
49182	Safewithme Oy, Finland	9L20	48813	Tuva Home Textile Ltd., Turkey	9C07
48152	Salzmanufaktur Siegsdorf Landkaufhaus Mayer GmbH, Germany	9A48	47167	Ufuk Tanıtım rekl ve tem. urunl.san.tic.ltd sti, Turkey	9B01
PSI Partner	S.B.PR. Svensk Branschförening för Profil- och Reklamartiklar, Sweden	9M12	47548	Uniform Accessoires Bohemia, s.r.o., Czech Republic	9B43
PSI Partner	ScandiBase by BEYER GmbH, Germany	9M12	49779	Unikat Werbedruck Inh. Mesut Takak, Germany	9K38
47541	Rudolf Schaffer Collection GmbH & Co.KG, Germany	9A14	45173	UTAL Sp. z.o.o., Poland	9G11
45341	Schokotaler - Stereo Holland-Gebäck GmbH & Co. KG, Germany	9D08	PSI Partner	Vakbladen.com Stitch & Print International, The Netherlands	9M22
47331	SC VANESICA FRESH SRL VANESICA FRESH SRL, Romania	9K16	PSI Partner	Verlag Chmielorz GmbH BusinessPartner PBS, Germany	9M22
49025	Porzellanfabriken Christian Seltsmann GmbH, Germany	9K07	PSI Partner	Verlagshaus Gruber GmbH, Germany	9M22
PSI Partner	SerGraf Grupo Editorial, S.L. Regal Difussyo, Spain	9M22	47555	Vim Solution GmbH, Germany	9A52
44885	Heinrich Sieber + Co. GmbH + Co. KG Fabrizio, Germany	9C47	46622	Viva-Plus II Firma Handlowa Joanna Kowalczyk, Poland	9G28
46674	SI International S.A., France	9F45	47142	VULPUS TRADING Mag. Klaus Fuchs, Austria	9L34
46405	SIPLAST Siegerländer Plastik GmbH, Germany	9D44	44685	WAGUS GmbH, Germany	9A41
45356	Sitpack ApS, Denmark	9F13	PSI Partner	Weinbrenner GmbH & Co. KG - bit-Verlag boss, Germany	9M22
48634	SM DOKUMA KONFEKSIYON SAN.TİC.LTD.ŞTİ., Turkey	9E02	48508	wellnuss Premium Snacks GmbH, Germany	9L48
49319	smrter Klaus Stephan GmbH, Germany	9L15	47968	Werbekonfekt GmbH, Germany	9C38
47104	Softreflector LLC, Estonia	9D10	42713	Poul Willumsen A/S, Denmark	9E50
47677	Sopp Industrie GmbH, Germany	9L37	45180	WIRmachenDRUCK GmbH, Germany	9D33
PSI Partner	Sourcing City, United Kingdom	9M20	49622	Wunderle Heike Bringemeier e.K., Germany	9E14
43287	Schwan-STABILO Promotion Products GmbH & Co. KG, Germany	9L49	49596	YADO s.r.o., Slovakia (Slovak Republic)	9L21
43053	PUSTEFIX GmbH - SUCCESS Werbung PUSTEFIX Seifenblasen, Germany PSI Sustainability Awards	9C21 9M40	49566	YOUR PROMOTIONAL SUNGLASSES BEYOND BORDERS TRADING LIMITED, France	9C12
49552	TARCIN KUYUMCULUK HEDİYELİK ESYA AS, Turkey	9E37	45168	ZARA TANITIM REKLAM TURİZM İTH İHR. LTD ŞTİ, Turkey	9G13
49455	TARGETEX Puzder i wspólnicy Sp. J., Poland	9E43	80068	ztv Zustell-, Transport- und Vertriebsgesellschaft mbH & Co. KG, Germany	9L52
43817	TechnoTrade Import-Export GmbH, Germany	9K49			
48418	TGL Poland sp. z.o.o. Ted Gifted Lanyards, Poland	9A27			
47879	Teko Tryck AB, Sweden	9K24a			
49711	Textilproduktion Jörg Brändl Inh. Jörg Brändl, Germany	9F10			
49060	The Advertising Specialty Institute Counselor, Wearables, Advantages, Supplier Global Resource Online, United States	9M22			
49906	The Bag Lab.eu Key Merchandise B.V., The Netherlands	9B45			
49058	The Cube Factory PRINT AND CUBE, S.L., Spain	9C11			
46120	The Pen Warehouse A division of Tancia Ltd., United Kingdom	9C08			
90022	The Sweet People Limited, United Kingdom	9M39			
49153	Tile, United Kingdom	9F34			

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Die Vielfalt und Einzigartigkeit der thailändischen Küche ist weltbekannt. Ebenso der nicht zu leugnende Trend, wenn nicht zu sagen der „Hype“, nach asiatischem Essen und gesunder Ernährung. Chok Chai liefert authentische Zutaten um diese einzigartigen Geschmäcker und Aromen nun auch dem Werbemittelhandel an Hand zu geben. Dazu lässt das Unternehmen massive Holzboxen in Österreich fertigen, die durch körperlich beeinträchtigte Menschen mit zuvor abgefüllten und etikettierten Gewürzgläsern bestückt werden. Chok Chai Gewürze bieten eine hohe Würzkraft, ein herrliches Aroma und beinhalten weder Farb-, Konservierungs-, Zusatzstoffe oder irgendwelche Geschmacksverstärker. Das Sortiment ist, mit wenigen Ausnahmen, auch vegan. Chok Chai wird auf der kommenden PSI 2018 in Halle 9L34 vertreten sein. Produkt und weiterführende Informationen unter:





# HALL 10

PSI No.	AUSSTELLER / EXHIBITOR	STAND
49009	12M Alicja Wasowska, Poland	10G79
49549	ABER textil+design, Germany	10H74a
49571	Accurate Czechowski, Krawczyk spolka jawna, Poland	10G25
49278	Aglika Trade Ltd, Bulgaria	10H68
47800	ALFA PROMOSYON TEKSTIL PAZ. SAN. VE TIC. LTD. STI., Turkey	10M58
47137	Allflash Produktions + Vertriebs GmbH	
	4business Werbemittel & Vertrieb, Germany	10D63
45461	Alta Seta GmbH & Co. KG Corporate Fashion, Germany	10H53
49879	ApparelScout GmbH, Germany	10H36
44291	Araco International B.V., The Netherlands	10F31
45194	ARA NV, Belgium	10L49
48360	ARCIERI s.r.l., Italy	10M65
48309	Manufacturas Arpe, S.L. ARPE, Spain	10C01
49960	ARTIVA SPORTS eine Marke der	
	Campo Sportivo GmbH, Germany	10F40
46148	ATUT & PRIMAR s.c Golab, Rackiewicz, Poland	10K14
49958	Aysoy Pazarlama Konfeksiyon Tekstil Sanayi ve	
	Ticaret Limited Sirketi, Turkey	10D45
47455	BD Group d.o.o., Slovenia	10F32
49381	Cooper trade Bobble Stojó HIP, The Netherlands	10M48
44120	Sport Böckmann GmbH Ihr Partner für	
	Sport und Freizeit, Germany	10H74
48043	Boogaard Textiles B.V., The Netherlands	10H12
49782	Brandmeister Vertriebs GmbH Kleiner	
	Brandmeister®, Germany	10E71
46116	Brand Promotion CZ s.r.o., Czech Republic	10F15
48383	BSC SPA, Italy	10H24
	Catwalk	10H80
48316	CHOCOLISSIMO by MM Brown Deutschland GmbH, Germany	10M24
48893	CHUNG International GmbH KY Cloth, Germany	10G59
48658	CiTRON GROUP, Poland	10C34
43606	Club Crawatte Crefeld GmbH, Germany	10L76
48842	Cottonland - Textile Agency Open Vision -	
	Publicidade Lda., Portugal	10G54
45106	CROWnCROW GmbH & Co. KG my-lounge.de, Germany	10H67
49579	DAG IMPORT SAS, France	10M81
46527	DBP Plastics NV, Belgium	10L42
46375	Delfina® Wäschekrone GmbH & Co. KG, Germany	10L51
41826	Deumer GmbH, Germany	10G53

PSI No.	AUSSTELLER / EXHIBITOR	STAND
49986	Dimar Tecnoprint S.r.l., Italy	10E25
47097	Diseños NT, Spain	10F64
49844	dogibear promotions Inh. Serdar Dogan, Germany	10H72
41752	doppler H. Würflingsdobler GmbH, Germany	10M49
45720	DreamPen, BALL-POINT PENS PRODUCER, Poland	10F41
49916	Duru Canta Promosyon San Tic Ltd Sti, Turkey	10F67
44127	Elektronica SM-Handels GmbH, Germany	10H13
49081	entrada Fußmatten GmbH, Germany	10G30
80309	Epson Deutschland GmbH, Germany	10C11
42480	ERGA Srl, Italy	10C18
49197	ERNST ALEXIS AB, Sweden	10F49
48529	Erteks Kadife Tekstil San. Ve Tic. Ltd. Sti., Turkey	10F54
46089	FRH.U. Eudarcap Dariusz Kobos, Poland	10D29
49845	Euro-Transfers Sp. z o.o., Poland	10L53
45182	Fabor, Poland	10G37
42720	Falk & Ross Group Europe GmbH, Germany	10H60
44673	Festartikel-Müller GmbH, Germany	10L45
49354	Fifty Five OHG, Germany	10H49
48519	Finardi Milena SRL, Italy	10M68
44389	Floringo GmbH, Germany	10L41
45149	Garda of Sweden AB, Sweden	10H52
49829	GP Italia SPA, Italy	10L21
49359	Graffiti Print Saturnin Zukowski, Poland	10L25
49953	HC Organize Tekstil San. Tic. Ltd. Sti., Turkey	10D17
41016	Heri-Rigoni GmbH emotion factory, Germany	10H41a
45053	Hesas Hediyeelik Esya San. Ve Tic. A.S., Turkey	10H57
49016	Heylblau Labs e.K. Inh. Thomas Mühlhoff, Germany	10G11
45973	Hörsteler Interior Design GmbH, Germany	10D57
46478	Hultafors Group Germany GmbH, Germany	10M53
45185	IBSI Business Services & Trading Juping Wang e.Kfr., Germany	10F22
44411	ID® REXHOLM A/S, Denmark	10C52
45193	ID-Sneakers, Spain	10G12
47278	IFC Papillon C.V., The Netherlands	10G66
48513	Image Kompagniet APS, Denmark	10H63
44740	Impliva B.V., The Netherlands	10H02
43540	Intraco Trading B.V., The Netherlands	10C81a,
		10C82
46272	Invento Products & Services GmbH, Germany	10M10
49346	Jaguar Tomasz Chwilowicz, Poland	10H75
49895	Joylu Sport S.L., Spain	10F50
49767	J.S. Fashion GmbH, Germany	10L59
48245	JUTEKO GmbH, Germany	10G02
48417	Kamp Europe BVBA, Belgium	10M09
46232	Kandinsky Deutschland GmbH, Germany	10C21
43358	KLEEN-TEX INDUSTRIES GMBH, Austria	10M74
40823	Klio-Eterna Schreibgeräte GmbH & Co KG, Germany	10F23
41614	KM ZÜNDHOLZ INTERNATIONAL Karl Müller GmbH, Germany	10M02
45164	K.Noah GmbH, Austria	10L55
44071	Könitz Porzellan GmbH, Germany	10C10
42087	Kössinger AG, Germany	10D72
49205	Fabryka Zabawek Pluszowych Kolor Plusz	
	Mirolaw Lapczuk & Maciej Raczkowski, Poland	10L07
49291	LASERPIX GmbH, Germany	10G08a
44862	Licefa Kunststoffverarbeitung GmbH & Co.	
	Kommanditgesellschaft, Germany	10F18
90023	Liquid Lens Systems Ltd, United Kingdom	10G19
47965	Listawood AT Promotions Ltd., United Kingdom	10M82
49707	Loop Nation Inh. Manuel Ferrai, Austria	10M54
49786	LuggageMate BV Smart Travel Goods BV, The Netherlands	10C81
46414	Lynka Sp. z o.o., Poland	10D42
80310	Madeira Garnfabrik Rudolf Schmidt KG, Germany	10M25
80313	Männel Textile Kennzeichnung Kraichtal GmbH, Germany	10M25
45165	Magenta-R Kft., Hungary	10H40
48283	Maikii s.r.l., Italy	10H24a
47096	Makito Promotional Products CATAL	
	IMPORTACIONES S.L., Spain	10C65
46913	MALGRADO fashion & promotion GmbH, Germany	10L57
47372	MAPROM GmbH, Germany	10C31
45014	Master Italia SPA, Italy	10F60
49572	MAVIYEL AMBALAJ TEKSTIL SAN. VE TIC. AS., Turkey	10D16
46457	MAXEMA Srl., Italy	10F82
48690	Maxima Sports B.V., Pakistan	10G23
43332	Maximex Import - Export GmbH, Germany	10C02
47483	MAXX Factory GmbH, Germany	10F08
49384	May Atki Market Etiket Dokuma San Tic	
	Ltd. Sti MAY ATKI MARKET ETIKET, Turkey	10M73
49889	Meltem Tekstil Sanayii ve Ticaret Kollektif	
	Sirketi Huseyin Aras ve Ortagi, Turkey	10L02
43807	MELTEM TEXTILE, Turkey	10L02
41680	METRICA SPA, Italy	10G17
46992	Mister Transfer.com c/o Gradus, Germany	10H82
49886	Modern Forms, Poland	10E47
49322	Moon (Clothing) Ltd, United Kingdom	10L78
47988	Moosmayr Ges.m.b.H, Austria	10M20
48646	M+S Textilhandel e.K. Inh. Sohail Mushtaq, Germany	10K44
47776	MSW Lasertechnik GmbH, Germany	10G08
47774	Müller Werbemittel GbR	
	Andreas & Matthias Müller, Germany	10M01
45974	Multiflower GmbH, Germany	10C16
44983	Murat Tekstil, Turkey	10M21

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49462	Nastrotecnica SRL, Italy	10F36
45411	Neutral.com Fun Tex Clothing Co. ApS, Denmark	10F12
46376	J.G. Niederegger GmbH & Co. KG, Germany	10D09
45224	Nordhorn Sp. z o.o., Poland	10H34
46249	Nostalgic-Art Merchandising GmbH, Germany	10L11
46403	NOTEDECO Spółka z ograniczona odpowiedzialnoscia Spółka Komandytowa, Poland	10H33
45175	Nuans Sapka Promosyon Urunleri Tekstil San. Tic. Ltd. Sti., Turkey	10G35
43341	Editions OLEFFE S.A. Oleffe Kalender Verlag, Belgium	10M42
45288	Pacor Pamerio BV, The Netherlands	10D10
49913	PB Reklam ve Kagit ürünleri San.Tic. A.S., Turkey	10G58
44176	The Peppermint Company, The Netherlands	10H25
40637	Plastoria S.A., Belgium	10C72
49765	PNG 1962 Ltd, Bulgaria	10D22
49322	Premsons Plastics P Ltd By Garland Bridge, India	10D26
48126	Printfield Sp. z o.o., Poland	10H70
42580	Product Media Group, Belgium	10M64
48075	PROMOTION4U, The Netherlands	10C22
	PSI Fair Trade Café - powered by Mahlwerck	10L67
	PSI Praxisinsel Digitaldruck - PSI Best Practice Island Digital Printing	10H03
	PSI Praxisinsel Laser - PSI Best Practice Island Laser	10G67
	PSI Praxisinsel Siebdruck - PSI Best Practice Island Screen Printing	10C17
	PSI Praxisinsel Stickerei - PSI Best Practice Island Embroidery	10M25
	PSI Praxisinsel Transfer - PSI Best Practice Island Flocking	10G42
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45582	PSL Europe B.V., The Netherlands	
48106	PT -Sport Eine Marke der Produktionsteam - Gesellschaft für Medienproduktion mbH, Germany	10L39
48056	Ral Tekstil A.Ş., Turkey	10H81
46261	reeko design - a division of Carstensen Import-Export Handelsges. mbH, Germany	10F72
42130	Regine IQtrim GmbH, Germany	10H29
49757	Rio Lindo JSC, Lithuania	10F26
47729	Roll-Over sp. z o.o., Poland	10D15
47799	Samoa Regenponchos e.U., Austria	10G62
43416	Schneider Schreibgeräte GmbH, Germany	10H41
90014	Screenworks Ltd., United Kingdom	10K10
45782	S.E.A. GmbH Sport Evenmanagement Agentur, Austria	10L22
47258	SELECT MARKETING PVT. LTD., India	10L16
47576	SERIPRESS SAS, France	10K26
45161	Seterie Mosconi di Mosconi Lorenzo Unipersonale, Italy	10K36
48120	SMP Marka Pazarlama lth. lhr. San. Tic. Ltd., Turkey	10K18
80312	Societe D'Education et de Flockage SAS, France	10G42
43917	Sofrie S.A. ADDEX design, France	10C30
49796	SPLASH-UP Printbox Sprl, Belgium	10H82a
41576	Spontex Industrieprodukte - MAPA GmbH, Germany	10G68
41462	Spranz GmbH, Germany	10F02, 10F09
42932	SPS (EU) Ltd, United Kingdom	10M31
44488	S R BROTHERS M & N Group Limited, India	10D62
45179	Starsmade SA, Belgium	10K42
80270	Stickzentrum Berlin GmbH, Germany	10M69
45280	Stiefelmayer-Contento GmbH & Co. KG, Germany	10H01
45204	Stormtech Europe Ltd., United Kingdom	10M45
44974	Storm Textil Niels Storm, Denmark	10F55
49754	Tailor Konfektion AB, Sweden	10D33
44186	team-d Import-Export Warenvertriebs GmbH, Germany	10C22
45668	Tee Jays A/S, Denmark	10C62
49672	Textildruckerei Lunzenau GmbH, Germany	10M15
48095	TEXMARKET GMBH TEXmarket GmbH, Italy	10L40
	Textile Area	10H72
49525	Textiles El Delfin, S.L., Spain	10C38
48771	Textilium Tekstil Promosyon Ve Reklamcilik San. Ve Tic. Ltd. Sti., Turkey	10F46
41875	TFA DOSTMANN GMBH & CO. KG, Germany	10M30
49412	TH CLOTHES Organizações Biscana, Lda., Portugal	10D21
45780	TITAN Hamburg GmbH, Germany	10M14a
41783	TOKAI EUROPE GMBH, Germany	10G33
46918	TOPKAPI TESSUTI S.r.l, Italy	10F16
46108	travelite GmbH + Co. KG, Germany	10M14
49037	TRIUSO-Qualitätswerkzeuge GmbH, Germany	10H28
40846	Heinz Tröber GmbH & Co. KG, Germany	10F01
49994	UMBRA design d.o.o., Croatia	10D37
48790	Vangard Retail A/S, Denmark	10D54
	Walk of Cotton - PSI Best Practice Island Digital Printing	10D58
41594	Walz GmbH & Co.KG, Germany	10F61
49362	Westervald-Brauerei H. Schneider GmbH & Co. KG, Germany	10G50
42955	WIL Langenberg GmbH, Germany	10M57
49496	Wille Arbeitsschutz Heiko Wille, Germany	10H48
49741	World of Cookies BV, The Netherlands	10M37
49599	Worldtex Buchholz GmbH, Germany	10L43
49781	YORKA TEKSTIL SAN VE TIC. LTD. STI., Turkey	10G51
49316	Zorel Tekstil Imalat Pazarlama Sanayi ve Ticaret Limited Sirketi, Turkey	10G15
49817	ZSK Stickmaschinen GmbH, Germany	10L15
44323	Zweibrüder / Ledlenser GmbH Co.KG, Germany	10M75

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# HALL 11

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49196	SEVEN LAST MUSE SRL, Romania	11G45	49193	dMAS GmbH, Austria	11E58
48055	Acar Europe GmbH, Germany	11D51	46488	DOCTIME GmbH, Germany	11F46
49983	Action Sports Sportartikel GmbH, Germany	11B18	40723	DOM POLYMER-TECHNIK GMBH, Germany	11F22
49347	Adapt Marketing (Pty) Ltd - ADAPT Anthony Driman, South Africa	11B48	48489	Dorling Kindersley Verlag GmbH, Germany	11F53
46601	Adria Bandiere SRL, Italy	11C78	46897	Dosenspezialist GmbH, Germany	11A58
43066	alfi GmbH Thermos, Germany	11H61	49717	DREVOTVAR DRUZSTVO, Czech Republic	11N60
47574	HEGA PROMOTIONS ALJUAN S.L., Spain	11H53	49344	DURABLE Hunke & Jochheim GmbH & Co. KG, Germany	11A76
45590	aloga gmbh, Germany	11B34	46969	DYNIT srl, Italy	11N68
49591	AMK Group Rekawek, Kondraciuk Sp. J. Artur Rekawek, Konrad Kondraciuk, Poland	11B66	49947	Ecor GmbH, Germany	11E71
45793	AMT Alumentall Gießtechnik GmbH, Germany	11N70	41369	elasto form KG, Germany	11F70
45753	Anda Present Ltd., Hungary	11K14	42200	e+m Holzprodukte GmbH & Co. KG, Germany	11B72
45456	Aristos International GmbH, Switzerland	11H52	42692	Groupe SEB Deutschland GmbH Emsa GmbH, Germany	11A70
49847	Armor SAS ARMOR SAS, France	11H28	49955	Enders Colman AG, Germany	11G37
41169	ASS, Spielkartenfabrik Altenburg GmbH ASS Altenburger Spielkarten, Germany	11F69	45223	eSKa system Sylwia Kryspin, Poland	11B21
44546	Athesia Kalenderverlag GmbH, Germany	11K74	49704	European Sourcing Sarl, France	11M07
47980	Audio Protect AG, Switzerland	11H44	41857	EUROSTYLE - Emil Kreher GmbH & Co. KG Lederwarenfabrik, Germany	11D43
46204	Axpol Trading Sp. z.o.o. Sp.k., Poland	11K47	47094	Extrapack Ltd., Bulgaria 11H16	
49851	Ballonprofis.de Joanna Grabas, Germany	11N20	40865	A.W. Faber-Castell Vertrieb GmbH, Germany	11M51
45934	bb med. product GmbH, Germany	11M70	49042	Talat Matbaacilik ve Deri Mamulleri Ticaret As. Fabio Ricci, Turkey	11K53
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48718	BOHEMIA SPORT TRADE, spol. s.r.o., Czech Republic	11H82	47628	Framsohn Frottier GmbH, Austria	11C65
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45956	burger pen AG, Switzerland	11F37	48575	Geoman Bulgaria Ltd Kaliman Mechkarov, Bulgaria	11C58
49785	Calafant Store UG (haftungsbeschränkt), Germany	11M14	47324	Get Impressed srl, Italy	11F38
49660	Capira Sp. Z o.o. Sp. k., Poland	11B37	49657	Gewolix GmbH, Germany	11C17
49968	CASPI GRUP MATBAA PROM ve End Mutfak Mlz San tic ltd Sti, Turkey	11B38	46629	Glassner Werbeuhren GmbH, Austria	11N06
49854	Cerve S.P.A., Italy	11M27	49420	GOBILAB SAS, France	11B26
49807	Chili Germany GmbH CHILI Germany GmbH, Germany	11C80	45829	Goldstar Europe National Pen Limited - VP Marketing Europe, Ireland	11F16
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49112	Consilio Jakub Michalski, Poland	11M66	45818	Golfvertrieb Hilbrand, Germany	11B79
45939	Corthogreen B.V. Greengifts & Seedproducts, The Netherlands	11E79	47707	Goprom Handelsgesellschaft mbH, Germany	11K33
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41734	Giuseppe Di Natale S.p.A. Arti Grafiche Cartotecnica, Italy	11K75	47265	GRASPO CZ, a.s., Czech Republic	11H08
49860	Divajn Zoran DOOEL Skopje, Macedonia	11F57			



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48277	Green Earth Products Inh. Helga Nederhoed, The Netherlands	11A46	41836	metereX Karl Kuntze (GmbH & Co.), Germany	11D81
46944	Gutting Pfalzndel GmbH Entwicklung und Herstellung von Logonudeln, Germany	11A82	49018	Michael Schiffer Promotion GmbH, Germany	11D74
49974	Half Budget Rus LLC, Russia	11N29	40641	Mid Ocean Brands B.V., The Netherlands	11K64
42765	HAPPY bvba, Belgium	11A18	49740	Mister Lanyard Nederland B.V., The Netherlands	11C79
44954	happyROSS GmbH, Germany	11F49	49997	MIZU Europe BV, The Netherlands	11K23
47160	Hauff Schreibgeräte GmbH, Germany	11L73	47798	MKM media Verlags- und Medienproduktionsges. mbH & Co. KG, Germany	11A48
45178	HAZET-WERK Hermann Zerver GmbH & Co. KG, Germany	11N64	48679	Moleskine SRL, Italy	11F52
48313	Headwear PL Sp. z.o.o. Sp. J., Poland	11A66	48471	MrDISC c/o Digistor Deutschland GmbH, Germany	11C70
41583	HEPLA-Kunststofftechnik GmbH & Co KG, Germany	11D01	49937	NEOLID SAS, France	11M20
41690	Philipp Holle KG Papierverarbeitung Werbeartikel, Germany	11F01		Newcomer Area	Hall 11 & Hall 12
47022	Idee & Design GmbH & Co. KG, Germany	11E46	49991	New-Gen-Promotion GmbH, Germany	11C76
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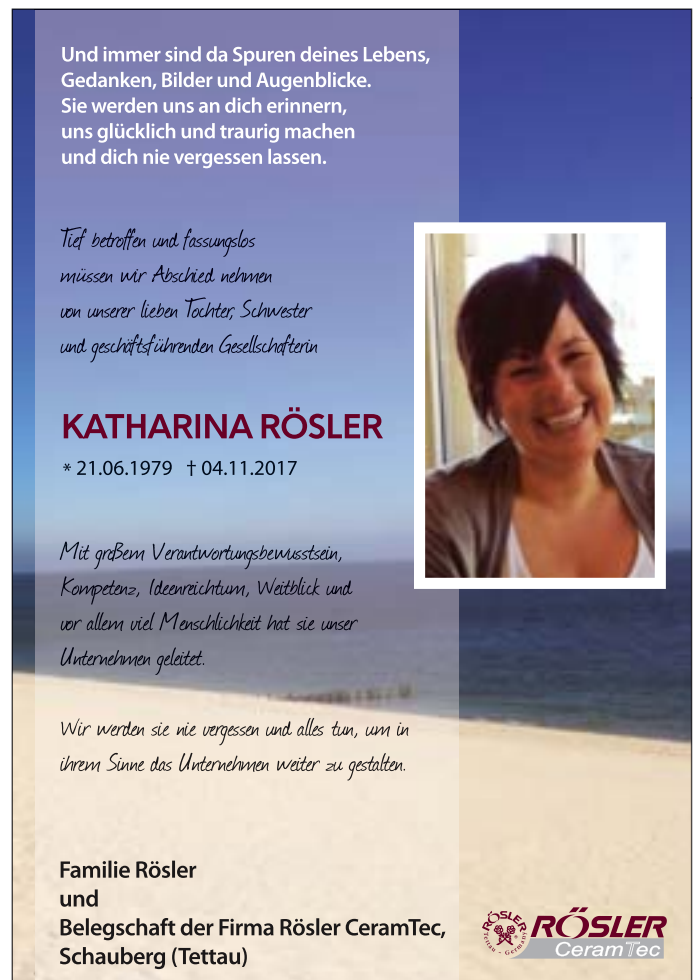
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**KATHARINA RÖSLER**  
\* 21.06.1979 † 04.11.2017

*Mit großem Verantwortungsbewusstsein,  
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vor allem viel Menschlichkeit hat sie unser  
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*Wir werden sie nie vergessen und alles tun, um in  
ihrem Sinne das Unternehmen weiter zu gestalten.*

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und  
**Belegschaft der Firma Rösler CeramTec,  
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Das PSI Team möchte der Familie Rösler und der Belegschaft der Firma Rösler CeramTec hiermit unser allerherzlichstes Beileid aussprechen.



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# Digital spectre

**D**igital disruption is considered the abstract spectre of many industries. Uber and amazon fresh are examples of this. Initially they are not taken seriously, but new companies are shaking up entire industries or wiping them out.

It certainly does not have to go that far. Digitalisation does not necessarily mean disruption. But it is an existential factor for companies in this day and age. In general, we talk about the digitalisation of processes. A good example is workflows, which are processes that are becoming faster, more efficient and less expensive due to digitalisation. Incoming invoices are immediately scanned, automatically posted, settled and filed. From sourcing to the quotation to delivery and invoicing, a digital process.

This is not a utopia, but a fact and a competitive factor that comes into play everywhere today. At the PSI in January, we will not only be showing such solutions that are still too rare in the industry, we will also be actively using them. Our dMAS system will show the entire process from sourcing to the quotation. Digitalisation will be experienced at the trade show – by the suppliers, service providers and forums. Especially for the promotional product trade, we will also take a look into the near future in the forum. Digitalisation is essential to the survival of the industry.

Kind regards,



Michael Freter  
Publisher of PSI Journal  
Managing Director PSI  
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## New products at the 2018 PSI Trade Show

The PSI Trade Show is the key event of the European promotional product industry. As part of this international forum, the industry's idea providers showcase the new promotionally effective products of the coming year in four large halls. They set standards and create trends that have a lasting effect on the new promotional product year. For this reason, the January issue focuses on the trade show and its stars, the new products at the trade show. In a special section of the so-called trade show magazine, exhibitors will once again be presenting a cross-section of haptic highlights from their latest collections. You can read in advance what awaits you at the PSI and be inspired for your visit to the trade show.

**Please give some consideration to the product themes of the February 2018 issue with the thematic groups "Merchandising, fan articles and sport" as well as "Calendars, paper, packaging" and send your product presentations (image and text) no later than 15 December 2017 to: Edit Line GmbH, PSI Journal Redaktion, e-mail: [hoechemer@edit-line.de](mailto:hoechemer@edit-line.de)**

## Düsseldorf Day & Night

No sooner has the New Year's Eve party died down than the PSI invites its guests to the largest continental event of the promotional product industry in Düsseldorf. The upcoming PSI is far more than "just" a trade show and business. It is an intense time of meetings, exchange of ideas and getting to know each other. It is therefore all



the more important for trade show participants to know what the trade show venue on the Lower Rhine has to offer beyond the exhibition halls. For those who are looking for relaxation or variety – be it alone or with business partners – after an exhausting day at the trade show, the editorial team has put together culinary as well as cultural suggestions and tips.

## The Art of Success



The press brunch on the occasion of the preview of all the new products of the Choice Group – the association of the promotional product suppliers Gustav Daiber, Fare, Halfar, Karlowsky, SND und mbw has almost become a tradition. This time the venue of the presentation, under the motto "The Art of Success", was the art atelier Honsellbrücke am Hafenpark in Frankfurt am Main. We were there for you to collect

atmospheric impressions as well as enlightening insights into the new collections of the specialists.

## Imprint

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# IMPACT

The new ambassador of the promotional product industry attracted a great deal of attention at the PSI 2017.

The IMPACT message has also been understood in the world of the advertising industry: we show what we can do, we prove our value and invite everyone to put it to the test. IMPACT will be published in May and November 2018. Can we count on you?



## Target groups

- Decision-makers from
- advertising agencies
  - marketing departments
  - purchasing departments
- in the advertising industry

Over 60% of the industry customers surveyed have already read the industry customer magazine IMPACT or would like to read it in the future.

Source: Industry customer survey at the PSI 2017

## Benefits for suppliers

- IMPACT is the ambassador of the promotional product
- IMPACT offers the opportunity to present products to marketing specialists and buyers
- IMPACT presents studies which show how promotionally effective promotional products are
- IMPACT shows how promotional products are an integral part of communication campaigns
- IMPACT is image-defining for the industry and its companies

## Benefits for industry customers

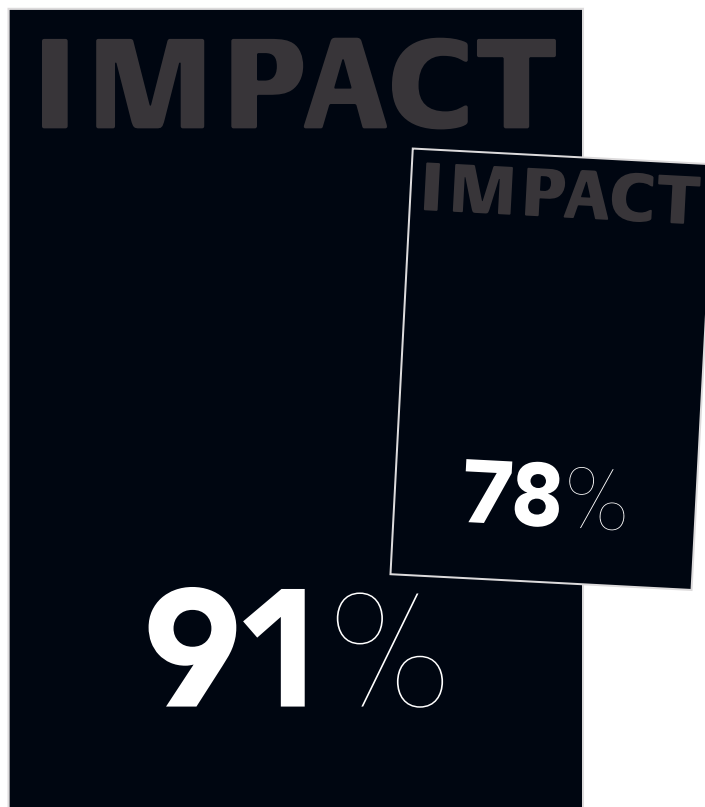
- IMPACT provides information through a highly effective advertising tool
- IMPACT shows the latest products which are not yet available on every street corner
- IMPACT informs how advertising works best with promotional products
- IMPACT recommends how best to utilise promotional products in the business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

## Benefits for consultants

- IMPACT offers a listing in the consultant directory only to PSI members
- IMPACT reaches decision-makers from advertising agencies and marketing departments as well as industry buyers
- IMPACT is the right medium to effectively draw attention to your services
- Consultants can obtain additional copies free of charge for distribution to their customers

IMPACT can be downloaded online and on mobile devices:

**impact-promotion.de**



For further advice our PSI CrossMedia team is at your disposal:

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