

PSI EUROPE

PSI Journal

International Magazine

For Promotional

Products

February 2018

Volume 57

Product Guide

Merchandising,
fan articles, sport
Calendars, paper,
packaging

90 years of Koziol

A glittering party

Durable

The Style of Success

Sol's

Stylish collection
for working life



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NEU

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6er-Set

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Editorial

Buyers, pack mules, thieves

Anyone who formulates such a headline wants to provoke. But let us set a conciliatory and positive tone first. Another great PSI is behind us again. Even after more than 20 years, I am always thrilled to walk down the aisles of the trade show and see how everything has developed. There are exhibitors who were once small and today are big. Major ones who have slimmed down. Wonderful people who have become even more wonderful and visitors who are becoming ever more professional and international. Nearly all the languages of Europe can be heard at the stands. Is there anything more wonderful? All in all a creative, innovative and bustling PSI. This has been the goal of the makers of this trade show for 56 years.

It was positively noted by exhibitors that the trade show visitors, i.e. consultants and distributors, are more and more professional and are well prepared for the discussions. This is awaited by the suppliers, but at the same time it shows that their "field service", as some quite respectfully describe the trade, are becoming more accomplished from year to year. A development that shows that the industry has largely accepted the challenge of the future. Even on the third day, when the trade attended with its industry customers, there was also a much more relaxed atmosphere. Inherent errors made both by the organiser and the welcoming consultants were avoided.

But there is also reason for criticism. It was noticeable that a conspicuous number of visitors walking through the aisles were carrying more than they used to. I even saw one visitor walking around with a handcart full of samples. Remember, there is a packing and mailing service at the trade show called ztv which is excellently organised and very popular. Why does anyone have to walk through the halls as a pack mule, clogging aisles, creating stumbling hazards and making life difficult for himself?

And what was particularly unpleasant, at least for exhibitors with higher quality products, was that much more than usual was stolen. Unbelievable! The PSI is a business and trade show! Who needs to steal? And to cap it off, it didn't happen at night, but while the trade show was in full swing. Exhibitors and organisers will be advised on how to take countermeasures. Any offenders in 2019 can expect much more than a rap on their knuckles.

So, that too had to be said. However, like in the church, the wrong people are probably being preached. I apologise. Nevertheless, remain favourably disposed towards us and continue to do good business in 2018.

On that note

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

DNA

is in the detail.

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C - module

A - module

B - module



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TRENDS & BRANDS

4

PSI 2018

Professional, strong, international

8

MARKET RESEARCH

16

PRODUCT GUIDE

Merchandising, fan articles, sport

18

INDUSTRY

Companies, Events, Markets

36

Premiere of PSI Russia

40

A & O: Goose landed successfully

42

Welcome Home Tour 2017:

Glittering finale at koziol

46

PRODUCT GUIDE

Calendars, paper, packaging

50

COMPANY

Durable: The Style of Success

60

terminic: 80 years of 3-month calendars

62

Sol's: Stylish collection for everyday

working life

64

Rastal: Promotional glasses with personality

66

PRODUCT GUIDE

Innovative Products

68

OPINION

78

PREVIEW – IMPRINT

80

ENJOY



2018 Inspiration



Professional, strong, international 8

From 9 to 11 January 2018, the exhibition halls in Düsseldorf once again hosted Europe's largest promotional products trade show. With innovations and product premieres, enchanting shows on the catwalk and lectures on practical topics, the PSI 2018 was once again an inspiring start in the new promotional products year – as the first part of our impressions proves.

PSI Russia

Premiere of PSI Russia 40

One of the most successful projects of Reed Exhibitions in the sphere of promotion and advertising, the Leading European Trade Show of the Promotional Products Industry, PSI will be presented in Russia for the first time ever. PSI Russia will be held on 11 – 13 September 2018 in Moscow in Crocus Expo International Exhibition Center.

Glittering finale at koziol 46

The Welcome Home Tour at the end of a promotional product year has long been part of the established repertoire of the industry. In 2017, the series of events of the host companies concluded with a special event: Following the product show, koziol invited guests to celebrate its 90th anniversary.



The Style of Success 60

Innovative products for "Modern Office" and "Modern Presentation" were exhibited at the last PSI Trade Show by the German manufacturer Durable which demonstrated how its products also functioned as promotional products. We are presenting this company and its services for the industry.





Environmentally friendly everyday helpers

Sipec SpA
www.sipec.com
 PSI 43807

Sustainable concept

The promotional product industry has in every respect sustainable models to offer in terms of value-added recycling. Whether it be fair trade shoulder bags made from bags of recycled polypropylene that were formerly used at cement factories and fish farms, or shopping bags made from recycled cotton yarns, circular economy has many faces.

Circular instead of linear



Trend researchers at TRENDONE expect a high level of innovation in 2018 for a whole range of trends. One of these trends is "circular economy". The trendsetters from Hamburg say on their website trendone.com: "Recycling will become value creation – zero waste is the goal." Circular economy, they say, "aims to prevent products from becoming waste after use by returning them to the production cycle as secondary raw materials." The order of the day is therefore: circular instead of linear (throw-away) economy.



Cambodia shoulder bag

Green Earth Products
www.greenearthproducts.eu
 PSI 48277

Pro animal and nature

What looks like leather without having to sacrifice animals? What is made of paper but can be washed? The answer: Papelin, an environmentally friendly, sustainable, mainly pulp-based alternative to animal leather with a deceptively realistic look that can be easily made into bags. A slightly different promotional product which is also available made from FSC certified raw material.

Washable advertising

IGRO Import- und Großhandels GmbH
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Naturally different

Plastic becomes organic and grass becomes paper. Naturally, promotional products can be natural. elasto is increasingly using the new organic material Terralene PP 2509 which consists of 33 per cent bio-based carbon. The calendar manufacturer Zettler works with grass paper, half of which is grass fibre. The material is recyclable, compostable and FSC-Mix certified.



Completely organic
elasto form KG
www.elasto.de
PSI 41369

Innovative companion for the year

Zettler Kalender GmbH • www.zettler.de
PSI 41823



Tranquillity in a natural design
Sandini GmbH • www.sandini.de
PSI 49768

True to nature,
nature-identical
or natural design?

Philosophically, what is natural – and therefore not natural – is influenced by the relationship of a person to his environment. **What is perceived as natural is, so to speak, relative.**

Consequently, it is not surprising how many word creations are associated with the prefix "natural".

Which promotional products are now natural talents in terms of promotion lies – naturally – in the eye of the beholder. As long as they are not detrimental to nature, they are definitely natural talents.



Wallet made of wood

Reiner Fichtner • www.holz-fichtner.de
PSI 41782



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MATERIAL



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- Hergestellt aus nachwachsenden Rohstoffen
- Made in Germany

When the PSI calls, the European promotional product industry follows this call – for 56 years now. Düsseldorf then becomes the hub of this form of advertising for three days. Particularly pleasing in 2018: there were more visitors from abroad once again. No fewer than 58 per cent travelled from abroad. This figure confirms what one might expect from the diversity of languages in the trade show aisles. Visitors came from 90 countries.



This time 925 exhibitors from 37 nations were gathered in Düsseldorf (previous year: 988) PSI has never been this international. There were slightly fewer exhibitors, all small ones, but the big and medium-sized names were all on board and will be back next year, that is for sure. There was also a small decrease among visitors. The number dropped from 18,094 to 17,342, including 1,200 industry customers. The cause for this decrease can be explained by the example of a distributor who laid his cards on the table: In the previous year, he invited 22 customers and looked after them with four employees. They were guided through the trade show in small groups, made stops at certain exhibitors (dates had been fixed beforehand) and had products explained to them. The consultant invited the same customers again this year but only 6 accepted the invitation. Reason: Seeing what a great trade show this is with more than a million products is enough. The customers were impressed and now know what a great job the consultant does and are glad to have him. Hence the goal is achieved for the industry,

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the distributor and for his customers. Classically, this is called a win-win situation that has normalised and become professional. Nobody dreamed that the same industry customers would attend every year.

Haptic revolution

Another development is remarkable. In the age of digitalisation, an analogue or haptic revolution is taking place. Michael Freter, the PSI boss, commented at the end of the trade show: "Today, in the age of digital reproducibility and arbitrariness, people are looking for things that can be experienced in real and multi-sensory ways. Market research in the industry confirms that this worldwide mega-trend is, of course, also having a positive impact on promotional products.

Industry turnover exceeds 3.5 billion euros for the first time

The latest industry figures also reflect this: the Association of the German Promotional Product Industry (GWW) reports 3,504 billion euros in sales in 2017 (previous year: 3.47 billion euros). In stock exchange parlance one would say: the resistance has been broken and the way up is free. What chart analysts forecast in the stock market may also be possible in the promotional product industry. At least the figures of the latest GWW Promotional Product Monitor indicate that. Accordingly, every fifth company surveyed plans to invest more money in promotional products in the future. This is a continuation of the trend, as according to the study, one in three respondents said that they had increased or notably increased spending on promotional products over the past five years. According to Michael Freter, this may be because "digital drunkenness" has given way to disillusionment. Companies such as Procter & Gamble have reduced their digital communications investment by millions of dollars and have not suffered any loss of revenue. This makes the markets sit up and look for new and more effective forms of advertising. In this context, Freter also urged prudence at the opening cere-



mony of the PSI, stressing that the evidence of the performance of digital companies, i.e. their reach, came from the digital companies themselves. "That's why," says Freter, "we need standardised and verifiable figures. We have no reason to hide in the competition of advertising media and business models." We provide figures collected by independent, renowned institutes.

Textile is growing and growing and

Textiles in particular are striving up in the upward trend of the PSI. Around 200 exhibitors participated in this promotion segment at the recent trade show. Textiles and promotion complement each other excellently and integrate themselves into an internationally widespread attitude to life. From Chicago to Sydney, Singapore, Dubai, Paris and London, young people everywhere are flaunting their favourite labels and are proud to be among the influencers in their circles. Ever since TV stars started promoting food chains and running shoes, fashion promotion has been taken to the masses. Facebook, Instagram and Co. well and truly contribute their part. Google and



During the PSI opening ceremony, Timothy Andrews, CEO of ASI, talked about the development of the promotional product industry in the USA.



Frank Dangmann, chairman of GWW, presented the latest market research results.





Co. go even further. Promo fashion with artificial intelligence is already everyday reality for them. Sportswear with touch-sensitive sensors, bicycle clothing that turns on reflectors when it gets dark, sports textiles that monitor body temperature and training status with an app: Textile marries digital. A connection that PSI has been looking at and promoting for some time now. Likewise, the trend towards sustainable textiles and sustainable production. When PSI launched the Sustainability Awards, some market participants smiled sympathetically but critically. Today, more than 90 per cent of suppliers and distributors have certified and sustainable products in their product range. A development that is unstoppable.

The return of the watch

Whether or not the watch will find its way back into the world of promotional products cannot be said conclusively, not even after the PSI. However, we did notice that even renowned companies are again addressing this topic. And there is a reason for this: hardly any other promotional product can have the same effect. We wear a watch on our wrist and look at it countless times every day. Few other ad spaces can offer that. In addition, the design and quality have been modernised. According to the watch exhibitors, interest in promotional watches has increased significantly. After the last boom, which subsided seven or eight years ago, the segment hit rock bottom. Now the market seems to be asking for it again. Let's see how the promotional watch evolves by the upcoming PSI.

Inspiring figures

Frank Dangmann, Chairman of the Association of the German Promotional Product Industry (GWW), probably the largest association in the industry in Europe, presented the latest market research results at the PSI. An important finding but, nonetheless, not a new finding: The promotional product is once again the most popular communication channel for online advertising and advertising in specialised media. "This makes the promotional product one of the most cost-effective advertising media ever," said Dangmann in Düsseldorf. So it comes as no surprise that almost every major company and 75 per cent of all medium-sized companies use promotional products. There is room for improvement at small and micro-enterprises, although cost-effectiveness should play an important role especially for these companies. It is positive for an industry when its potential growth is still visible. In this context, the GWW chairman emphasised that, according to the survey, every fifth company wants to invest more in advertising with promotional products. <

Michael Freter is looking forward to the PSI 2019. But he also knows that the entire team has to face a major challenge. After all, in Düsseldorf they want to create the largest network of trade shows for advertising and selling in Europe.

Interview with PSI Managing Director Michael Freter

“That was a good PSI”

Visitors and exhibitors were once again very satisfied with the PSI Trade Show – at least this was heard in numerous discussions. With its successful 56 years, the PSI is as solid as a rock in the German trade show landscape.

That is a fair observation. And not only exhibitors and visitors were satisfied – so were we. I really don't know if most of the industry participants are really aware of this. This fact is not only a compliment to the PSI, but it is also a compliment to the entire promotional product industry in Europe. The PSI has not been a German trade show for a long time; it simply takes place on German soil. More than half of the visitors and exhibitors come from other European countries and non-European countries. This year we even had a large group of Russian distributors at the PSI.

Satisfied, even if there was no new exhibitor and visitor record?

Every major exhibitor and almost every medium-sized exhibitor participated. Like few other trade shows, PSI offers visitors the entire marketplace of suppliers. Even with 17,342 visitors, it was not apparent that there were 700 fewer than in the previous year. Sometimes the counting methods are changed. This time, according to new trade show regulations, the numerous journalists and specialist journalists were no longer recorded as visitors. They are not potential buyers for exhibitors, so that's fine, but they're still very important. That's just a small example.

In the future, the PSI will have a new neighbour, the viscom Trade Show.

This is more than a neighbourhood, this is a partnership in which both trade shows will optimally complement each other. Just think about that for a moment: In 2019, under the umbrella of Reed Exhibitions, Düsseldorf will be home to the largest group of trade shows associated with advertising and selling Europe-wide – with expected more than



Michael Freter, Managing Director PSI.

1,200 exhibitors and around 28,000 visitors from 80 nations. We will cover the entire spectrum of visual, textile and haptic advertising and create important synergies.

Will the trade shows be merged?

No, they will remain independent trade shows. The PSI is and will remain an event for members. These members can also visit viscom, which in the past has always had between 7,000 and 10,000 visitors from over 60 nations. From 2019 onwards, PSI members will have new insights into this world, which has a great deal to do with the advertising world of the PSI and will promote creativity and innovation.

<



The legendary PSI Catwalk was once more the core of hall 10.



Textile spectacle in Hall 10

Wanted, found: The broad spectrum of promotional textiles at the PSI was once again uncomplicated and well-organised. Relying on the hall folding plan, the trade show catalogue and the website, the distributors embarked on the Textile Discovery Tour which had been initiated for the first time to search for the latest highlights and future trends in the industry among the sought-after exhibitors, and to head for the most important trade show highlights for a comprehensive overview. In addition to a wide range of high-quality promotional textiles of all colours, the specialists in the industry provided information about all forms of finishing at five practice islands. On a cotton trail, the value-added chain was transparently presented, and sustainability was the focus of attention in order to meet the increasing demand for fairly manufactured and traded products. A comprehensive article about the presentation of the promotional product segment will appear in the March issue of PSI Journal.



Screen-printing on a shirt on a practice island:
Two ladies smilingly present the newly finished textile eye-catchers from Charlie Taublieb (centre).
On the right an amazed companion.

Textile Area

The industry is dancing

It has long since become a popular entry in the PSI Trade Show calendar: the After Work Party, which took place again this year at the end of the first day of the trade show. Exhibitors and visitors alike seized the opportunity to unwind and chill out in a relaxed atmosphere. The party zone in Hall 9, directly behind the PSI Competence Area, quickly filled up and provided enough space for informal networking. In addition, there were hearty snacks, cool drinks and hot sounds. At first, the After Work band raised the roof and masterfully managed to put the party guests in a wonderful party mood. A professional DJ then lured the dance enthusiasts onto the dance floor with the familiar rousing party sound.



The After work band turned out to be musical entertainers par excellence.



**After
Work
Party**



Time for dancing – until late in the evening.



Apart from business as usual at the trade show, it was easy to network at the PSI After Work Party.

Good-humoured “summit meeting” at the stand of PF Concept (left to right): Pieter Boonekamp (Sales Director Europe PF Concept), Gene Colleran (CEO Polyconcept), Ralf Oster (CEO PF Concept), Peter Stelter (Country Manager DACH PF Concept).



**PF
Concept**

New product perspectives were presented at the SPS stand.



New perspectives

It was difficult for the unprepared stand visitors of PF Concept. In addition to a wealth of well thought-out and top-designed products from the large, well-structured portfolio of the European multi-specialist, there were also many new developments to marvel at. However, the company's employees brought order to the amazing variety with their expert advice. New perspectives in the product range of PF Concept were also opened by the new “branch”, the stand of the renowned British manufacturer of plastic promotional products, SPS Limited. PF recently acquired SPS's entire share capital, adding a significant line of business to its product portfolio within Europe. There was also a “summit meeting” of the managers of Polyconcept and its European subsidiary PF Concept at the trade show.

Witty event with a competent quartet

Magna Sweets, KHK, MBW and Staedler delighted their faithful and new customers alike with delicious chili con carne which was perfectly quenched with a fresh Kölsch, Pils or water together with live music: a well-attended after-work get-together after an intensive day at the trade show. Long-standing customers as well as promising newcomers in the customer register exchanged views with the manufacturers' competent contact persons about the latest trends in the sector and took the opportunity to talk in a relaxed atmosphere. And the exhibitor quartet had a lot to offer. Magna Sweets, one of the leading specialists in the packaging and distribution of confectionery and give-aways as an advertising medium, played its trump cards as did KHK, the Cologne specialist for lip balms with highly individual production – even small quantities are available at short notice. And, of course, MBW projected the magic of childhood heroes with popular brand messages to meet the needs of today. Under the motto “Heroes”, the North Germans presented big and small heroes and helpers made of plush and plastic, for example for the upcoming FIFA World Cup or the carnival. As one of the oldest industrial companies in Germany, Staedler Promotional Products took advantage of the long tradition of the Nuremberg-based pen maker to exploit its lead in the research and development of innovative products of the highest brand quality.

Time for talks in a relaxed atmosphere at the stand of 4ideas.



Ideas4



Culinary delights: The competent exhibitor quartet served its customers spicy chili con carne and cooling thirst quenchers.

Giving Europe

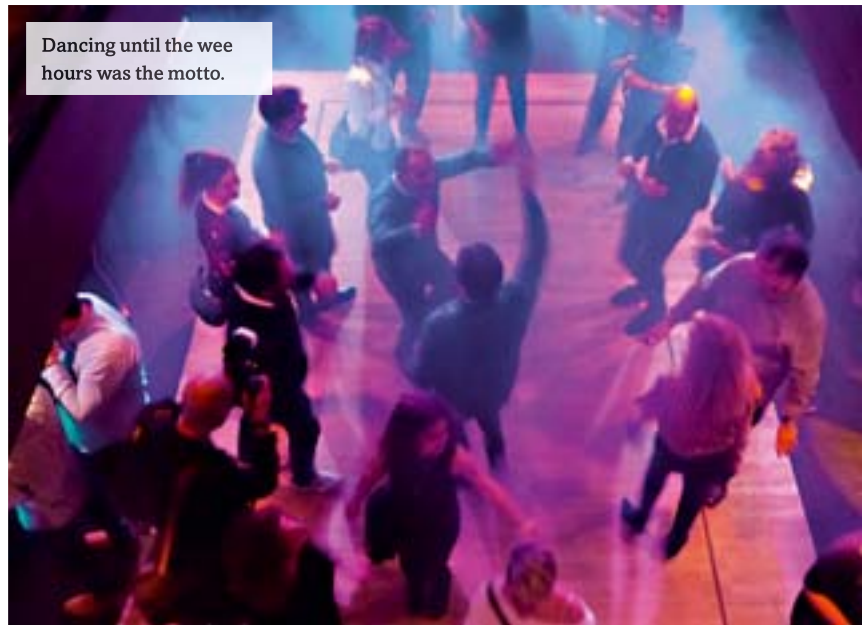


Personal gifts are the most beautiful: For his farewell, Stef van der Velde received a magazine called "Stef" exclusively designed for him by his team.

Great farewell party on the Rhine

All eyes anxiously followed the water level: the Rhine had climbed to some 8.30 metres in Düsseldorf. Flooding. But then came the all-clear to everyone's relief: the temporarily suspended shipping was resumed. Thus, nothing stood in the way of the "Giving Europe Boot Party 2018". This was all the more enjoyable as the evening on board the Jules Verne party ship was to become a very special one. After 17 years as CEO at Giving Europe, Stef van der Velde said farewell. "To put it in the words of a sailor: I am going to take a new course and hand over the helm," said the outgoing captain who was unable to hide the occasional tear nor a trembling voice as he made a very emotional speech. Stef van der Velde, however, did not just look back with a heavy heart. He proudly hands over a profitable company. This is greatly appreciated by his successor Wolf Creemers, who symbolically took over captain's cap and steering wheel that night. He emphasised how much he appreciated working with and for Stef van der Velde. This appreciation was also expressed in the very personal farewell gifts from the entire Giving Europe team: In addition to a magazine called "Stef" created for their former boss, there was also a voucher for a "trip around the world".

The rich words were then followed by an equally substantial buffet which had both Spanish and oriental delicacies to offer. A fantastic live band made sure that the unavoidable calories were worked off again on the dance floor. Even after the ship had docked, the lavish party on board continued and became exactly what Stef van der Velde had wished for beforehand: an incomparable evening.



Dancing until the wee hours was the motto.



Symbolically, Stef van der Velde handed the captain's cap and steering wheel to his successor Wolf Creemers (left).



No sign of retiring yet: a trip around the world awaits Stef van der Velde.

459.97

metres is the length of a coloured pencil produced by Staedtler Mars in a special process. This earned the long-standing company an entry in the Guinness Book of Records.

320,000

Coffee2Go cups are consumed hourly in Germany alone according to German Umwelthilfe e. V. As an ambassador for sustainability in the promotional product industry, the PSI 2018 was the first trade show worldwide to introduce a 2Go deposit system for porcelain cups and to dispense with disposable cups.

Every second

visitor to PSI 2018 came from abroad. In order to be able to attend the leading European trade show for the promotional product industry, visitors put up with up to 13 hours of flight time and up to 20 hours of pure travel time.

1,380

minutes of new ideas and best-practice examples were watched by promotional product distributors and marketers at the PSI 2018.

19.25 billion

euros is invested annually in forms of advertising such as promotional products and sponsoring in Germany, according to the German Advertising Association ZAW.



footballs pitches and even bigger was the area at the PSI 2018 where the crème de la crème of promotional product manufacturers presented their variety of creative products.

15,363

million euros was the German net advertising revenue in 2016, reports the German Advertising Association (ZAW). This corresponds to an increase of 1.0 per cent. It remains to be seen what the figure for 2017 will be.

Samsonite



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following pages, we show
many **products that
meet their mark.**



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The countdown has started

With the EventCountdowner as a table clock and the JumboCountdowner as a wall clock from the company Swiwa More than Time, the suspense before major events, such as the upcoming FIFA World Cup, can be specifically increased – among customers, partners, suppliers and employees. These clocks count days, hours, minutes and seconds up to each event (such as a sales area inauguration, introduction of a new product, jubilee gala, start of an event, submission of a project), and are already available from one unit (JumboCountdowner) and 50 units (EventCountdowner) with a logo print in Pantone colours.



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Advertising sports friend

The new Low Carb Protein bar (35 grammes) with at least 45 per cent protein from Jung is the perfect advertising ambassador in the areas of sports, fitness, nutrition and health. Due to the reduced carbohydrate content and the high protein content, the bar not only provides a tasty experience, but is also ideally suited for nutrition-conscious target groups. The Layenberger brand bar is available in the delicious flavours coconut-almond and cranberry-cassis. Customised advertising is possible with a promotional wrapping.

World Cup 2018 Features: Team-Spirit

... combines



Silicone Bracelets

... motivated



Bang Bang Sticks

... and emotional



TRIGGI® The shopping cart trigger

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Stay fit

Regine IQtrim is the perfect accessory for gaining and maintaining muscle: Happy Stretch is an exercise band made of pleasantly soft polyester elastic, which is always at hand to perform effective exercises to strengthen your muscles, wherever you are. An easy-to-follow exercise manual is included with the band that features two resistance levels, so training can start in an instant. Happy Stretch can be dyed in any Pantone colour and finished using sublimation printing.

Sturdy gym bag

A high-quality gym bag made of strong 220 grammes/square metre Fairtrade natural cotton in a nice warm cream tone can be ordered from the company Jute statt Plastik. In combination with fine jute fabric and cotton lacing with a colour contrast, the bag is not only a great promotional product, but also a modern fashion accessory with attention to detail. The article is printable in screen printing from 100 pieces; in transfer printing from 1 piece.

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IT'S
BLACK

BLACKLINE

by uma

www.uma-pen.com



Banner with special effect

The 2018 FIFA World Cup is approaching and it is high time to stock up on suitable fan merchandise, according to the advertising specialists at elasto form. The small self-inflating flag "Germany" will not only inspire die-hard football fans. How does it work? Inside the rod are a liquid-filled sachet and granules. If you burst the sachet with a small blow, the rod inflates completely in a short time as a result of the reaction between the granules and the liquid. This effect lasts for several weeks.



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Football fever

Fan merchandise not only conveys spectators an exciting stadium feeling during the public screening of the 2018 FIFA World Cup. Pins & mehr has numerous promotional products for euphoric fans. The original TRIGGI® is a loyal companion for shopping before the decisive game. The high-quality shopping trolley release from Pins & mehr offers two-sided advertising space. The thundersticks, on the other hand, act as loud applause amplifiers and bring the mood to the boil. If necessary, the Airsticks are inflated to allow the advertising motif to come to life. A fashionable accessory and a sign of solidarity are silicone wristbands in impressive colours with an additional advertising message. Clever felt products are also terrific for football.

Sporty T-Shirt bag

In keeping with the forthcoming FIFA World Cup in June or other events, Joytex GmbH offers a T-shirt bag made of classic PP non-woven material. The bag is available from a quantity of 500 pieces; the colours can be freely chosen from 30 standard tones. Dimensions and handle lengths can also be varied. The supplier offers finishing using screen printing.



PSI 41990 • Joytex GmbH & Co. KG
Tel +49 2872 95060
info@joytex.de • www.joytex.de
www.psiproductfinder.de/zjfjmz



PSI 40807 • Bühring
Tel +49 4154 795400
vertrieb@buehring-shop.com
www.buehring-shop.com
www.psiproductfinder.de/ymmynj

Mobile adornment

New on offer at the company Bühring are products made from Italian PET felt. This felt is made from 100 % recycled PET bottles and is therefore 100 % vegan. It also feels very comfortable. The trendy lace decorations with the sonorous name SchuhSchön made of PET felt are significantly cheaper than those made of high-quality merino wool felt. As standard, tools for SchuhSchön are available in the shape of a wing or thunderbolt – other customised shapes or motifs are possible.



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

An overview of the FIFA World Cup

Myligacard is extending its range with this special advertising medium in the form of a customisable World Cup planner. In a handy postcard or A4 format, the World Cup planner displays all groups, match days, times and venues with a simple sliding system. This allows the positioning of product information, logos or advertisements.

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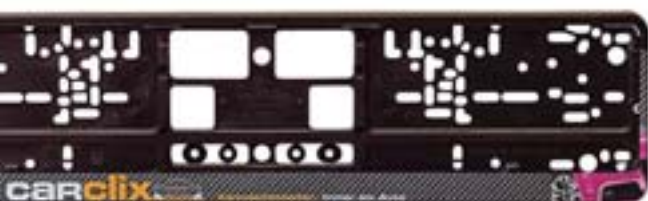
PSI 42907 • Inspirion GmbH
Tel +49 421 52270
info@inspirion.eu • www.promotiontops.eu
www.psiproductfinder.de/ndbmj

Perfection all round

Recreational footballers will have lots of fun on the football field with the Kick Around football from Inspirion. The loyal sports fan will set colourful accents on the football pitch and ensure a good feel for the ball. The ball weighs 260–280 grammes and comes in size five, which is also used at the professional level. The outer material made of PVC features a glossy effect and puts football fans into the right mood for the upcoming 2018 FIFA World Cup. As an advertising medium, it attracts attention and ensures a perfect interaction. Three trend colours are available.



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



PSI 49180 • J.H. Tönnjes GmbH
Tel +49 4221 7950
info@toennjes.de • www.toennjes.de
www.psiproductfinder.de/nmi2zt



Car as an advertising medium

The carclix licence plate holders from Tönnjes GmbH ensure a lasting advertising effect, as they always travel with the car. Advertising is applied by using screen printing, a raised motif or high-quality digital printing. In the case of digital printing, the minimum order quantity is only one piece. In addition to the lower border, the two side borders are also printed. Licence plate holders are accepted as advertising space and as design elements on a vehicle.

Cool marketing companion

Beer in the six-pack from Sanders is perfectly suited as a cool marketing companion: Perfect for the 2018 FIFA World Cup! Available from just 50 units, the product is ideal for any kind of corporate event or for the World Cup party in the living room. The modern, handy 250-millilitre can conveys a cool image – unlike conventional canned beer. The top sticker on the six-pack offers additional advertising space for cool branding. The slightly malty and not too bitter beer is equally popular among men and women.



PSI 41369 • elasto form KG
 Tel +49 9661 8900
 mail@elasto.de • www.elasto.de
 www.psiproductfinder.de/ywizmm

Perfect companion

The 3in1 drinking bottle from the assortment of the company elasto is the promotional product for all sport enthusiasts, outdoor fans and adventurers. Whether it be in nature, in the gym or at home, the 3in1 water bottle is the perfect companion as it combines a water bottle, a fitness towel and a smartphone holder. The bottle has a capacity of 0.55 litres, a screw cap and a sturdy plastic snap hook on the neck of the bottle. In the removable foot of the bottle is a fitness towel with a cooling effect. In addition, the bottom of the foot can be easily pulled out and serves as a secure smartphone holder.



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PSI 43242 • Göckener GmbH
Tel +49 2561 9829-93
info@goeckener.de • www.goeckener.de
<https://www.psiproductfinder.de/nwmxow>



Hot matches, cool drinks

Göckener offers the perfect fan merchandise with its beer crate cooler®. It is available in 2 different versions, for 0.33 l bottles and for 0.5 l bottles. Brand new in the range is the “half beer crate cooler®” which can be used universally for all bottle sizes up to 0.5 l, also for soft drinks. The overlapping offset of one half allows for convenient beverage dispensing and the rest of the box remains chilled. All versions are equipped with built-in insulating foam, so that the cold is drawn into the box interior and drinks remain cool for several hours. Stored in the freezer compartment, the beer crate cooler is ready for immediate use. At Göckener, the advertising message or logo is always ideally positioned on extraordinary, target group-oriented and creative products, excellently produced and crafted “Made in Germany”. The product range also includes a large number of other fan merchandise such as keg coolers, bottle coolers, beer coasters, autopads, mobile phone holders, cold packs, heat pads and clipboards.



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



Wide range

It will soon be time to keep your fingers crossed for “the team”, hopefully at summer temperatures. When it gets really hot, the promotional fan from emotion factory will do the job. It comes with three functions: A simple plug system spanned to the fan ensures the recipient is cooled, it offers large space for individual advertising, and it provides the football fan with information that can be found on the printed fixture list. Due to its flat folding format, this advertising medium is also perfect as a cost-attractive mailing item.

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10

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Not just for football fans

ASS Spielkartenfabrik Altenburg offers a whole range of entertaining fun for real football fans and for those aspiring to be ones. For example, a standard football board game which can also be designed according to customer requirements. Or the original standeez figures which are also completely customisable. Ideal for gaming fun in between: classic games like Mau Mau and Poker or funny new games in a handy pocket size. Very personal give-aways forge friendships! Facepaint cards or mini games in the booster deck – ideal as give-aways.



Champion with many benefits

An innovation from Richartz is almost world class in terms of its function and design. The ultra-small, multi-functional tool is made of matt blasted stainless steel and offers 13 functions in the smallest of spaces. These include a nail puller, bottle opener, multi-tooth wrench, cm measuring gauge, spoke wrench, screwdriver and hex wrench. Bob junior is great as a gift or mailing enhancer for the upcoming World Cup.

MOLESKINE

CUSTOM EDITIONS



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PSI 44519 • B.W.S. SPRL
Tel +32 87 660845
info@bws.be • www.bwsfoam.com
<https://www.psiproductfinder.de/otq2mw>

Waving with effect

A so-called waving glove is not only a popular companion at the public screening of the World Cup. The BWS glove is finished in sublimation printing on polyester textile, feels very supple and has a distinct added value. The waving glove is available from small quantities and is produced in Europe. Of course, it can also be used at open-air concerts and many other places.



PSI 40884 • Richartz GmbH
Tel +49 212 232310
info@richartz.com • www.richartz.com
<https://www.psiproductfinder.de/otljzj>

Great tools on the keychain

The small, compact Richartz Pocket Organiser made of high-quality matt blasted stainless steel is a valuable companion to the keychain. Two carabiners for securely fastening keys and nine other useful functions such as a bottle opener, large Philips screwdriver, bicycle spoke wrench, hex wrench, multi-tooth wrench, nail puller, nail file as well as a centimetre and inch gauge inspire the user every day.



Healthy messages

Fruits are healthy, have lots of vitamins and fibres, and are an ideal advertising medium for sporting events. The specialists at Kellermeister Manns ensure that a sponsor's logo appears on apples, bananas, peppers, tomatoes or nectarines and is perceived positively with every bite. As the logo fruits are no longer lasered but printed at Kellermeister Manns, the shelf life is no longer affected. The print is water-stable, so advertising is preserved even during rain.

PSI 45384 • Kellermeister Manns GmbH
Tel +49 2045 960477
info@kellermeister-manns.de
www.kellermeister-manns.de
<https://www.psiproductfinder.de/ngm3mt>



PSI 49862 • Roll-Up.Bayern
Tel +49 8282 8900960
info@roll-up.bayern • www.roll-up.bayern
<https://www.psiproductfinder.de/n2uwy2>

Lead dancers

The so-called Skydancers have become indispensable at football stadiums and make a good figure on other occasions. Products from RollUp.Bayern are not only very robust, but are also offered at reasonable prices. The products are delivered with a blower and individual imprint. Despite its size of 550 centimetres, the Skydancer from RollUp.Bayern weighs just 16 kilograms. The supplier also now offers mesh and PVC banners.



EASTER PROMOTION SPECIALS 2018

NEW



Gubor Easter Bunny
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www.ksw24.eu

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PSI 45193 • ID-Sneakers
Tel +34 696 500199
hola@idsneakers.com • www.idsneakers.com
<https://www.psiproductfinder.de/ytc4zd>



The very personal shoe

Directly in Barcelona, a team of designers at iDSneakers creates completely individual sneakers which are colour-coordinated with the advertising company and provided with a logo or their own design. More than 40 years of experience in the shoe industry provide the background for the development of this new project. Customers can select sneakers from various models already designed, and further individualise them in many ways. These shoes are produced entirely in Spain.



PSI 40940 • IGRO Import- und
Großhandels GmbH • Tel +49 6432 91420
info@igro.com • www.igro.com
www.psiproductfinder.de/nzhng

Popular figure

As a classic merchandising item, the promotional bag offered by Igro brings desired messages to public spaces. It can make statements and demonstrate trends. Environmental friendliness is an important criterion. As successful fan merchandise, they generate a high likeability factor and score points with fantastic multiplier values. In addition, the promotional bags as shopping bags or sports bags offer the advantage of a long service life. The top sellers among the Igro products are currently cotton gym bags and reusable PET bottle bags.



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

Offside tastily explained

When it comes to football, one question keeps coming up: Can anyone explain offside to me? With a sweet offside explanation, the company Der Zuckerbäcker has created a nice solution with humour and a large advertising space. The smart bag is filled with small fruit juice berries in two different colours and a bubble gum football. With this give-away, it is easy to explain, understand and, ultimately, to enjoy. The nibble bag can be individually printed from 250 pieces.



PSI 46991 • Thermopatch GmbH
 Tel +49 441 380210
 contact@thermopatch.de • www.thermopatch.de
www.psiproductfinder.de/owm2zd

Really colour-intensive

The latest innovations from Thermopatch are Textra and Textra Sport. These transfers are based on years of experience in patch technology combined with the latest digital printing techniques. An intelligent production process with modern inks gives Textra and Textra Sport a high quality and appearance thanks to the brilliant colours. Any logo, even in combination with freestanding font, is possible. Applying them to softshell products is easily possible thanks to blocker. Additional benefits include a short delivery time and an attractive price.

FÜR GROSSE MOMENTE



adidas

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 ZUR FUSSBALL-WM 2018.

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info@sport-boeckmann.de

www.sport-boeckmann.de



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

Eye-catcher by day and by night

Loop Nation Reflector Bag – the name of the new reflector gym bag for the darker winter days. A stylish gym bag that offers additional protection in everyday life through its reflective material. In addition, this gym bag can be personalised with a desired logo and thus becomes a unique eye-catcher in the daytime and at night.



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

Shining light

An elegant statement to our country and our national team can be made with the powerful, handy Power MiniEcoWatt flashlight from Spranz. The popular and practical combination (ideal also for example for the inside mirror in a car) is extraordinary thanks to the robust, splash-proof and elegant aluminium body, and will not only inspire football fans.



PSI 40043 • Kasper & Richter
 GmbH & Co. KG • Tel +49 9131 506550
 info@kasper-richter.de • www.kasper-richter.de
www.psiproductfinder.de/nteynt

Fit or not fit?

A smart fitness watch which has all the technical refinements and yet is very intuitive to use is supplied by Kasper & Richter GmbH. The super-bright OLED display provides a clear and fast readout of your current heart rate, blood pressure, distance covered, steps required, calories burned, exercise duration and many other functions. The fitness tracker also communicates with the mobile phone and shows, for example, who is calling, sending an SMS or sending a WhatsApp. The wearer can also easily and reliably obtain information about his sleeping behaviour.



Jubilation enhancer

The world of football is already looking forward to the kick-off of the FIFA World Cup in June. The company Römer Wellness has something completely new for this major event: Fan tattoos as a jubilation enhancer! Each set contains eight tattoos: two times two Germany hearts, two German flags, two times three black-red-golden stars and two German star wristbands. A customised design of the cardboard case is possible from a quantity of 500 units.



Individual and versatile

All sports have one thing in common – the passion of their fans. Time usually plays an important role in sports competitions, making clocks the right merchandise items. Wall clocks in particular offer space for a variety of logos and motifs thanks to their dials. Many wall clocks from Technoline, such as the WT 7350, are suitable as individual promotional products. This quartz wall clock uses applied physics to indicate the time completely without classical hands, and moves metal spheres over the dial using magnetism. The special idea for individual advertising: The spheres rotate around the desired logo. You will always find the ideal eye-catcher with this and many other wall clocks.



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Tanja Euba and
Dennis Dennig.

Jung Bonbonfabrik

New sales manager

Tanja Euba will be taking over the management of the sales team at the Vaihingen confectionery specialist Jung Bonbonfabrik GmbH & Co. KG with effect from 1 January 2018. The new woman at the helm has been working in sales at JUNG for more than 23 years and is therefore very familiar with the industry and the confectionery manufacturer thanks to her many years of experience. Tanja Euba, who most recently served as assistant sales manager at JUNG, replaces Dennis Dennig, son of the managing partner Jörg Dennig. The partner Dennis Dennig will take care of project-based activities from now on, thus paving the way for the future together with the new Managing Director Arne Paul Bender. www.jung-europe.com

Personal data



New Head of Product Marketing

Schneider Schreibgeräte GmbH from Schramberg has appointed Stefan Lauble as the new Head of Product Marketing. Stefan Lauble began his career as a trainee at Schneider, completed business studies and then returned to the company where he most recently worked in product management. With its product marketing department, Schneider consciously focuses on expanding the interface between product development, marketing and sales. www.schneiderpen.com

Schneider Schreibgeräte



New sales employee

A new addition to the sales division at Bartenbach Werbemittel is Ralf Stöckl who has recently been supporting the consulting services. The key account manager boasts 15 years of experience in the industry and looks after numerous medium-sized B2B customers and brand companies on a national level at the Mainz-based promotional product distributor. www.bartenbach-werbemittel.de

Bartenbach Werbemittel

BRC certification completed

Karl Knauer KG has been BRC certified at its Biberach/Baden location since the end of September. Until now, this only applied to its plant in Neuenstein. Above all, the customers of the packaging specialists benefit from this increased flexibility. The BRC (British Retail Consortium) Global Standard specifies quality and safety requirements for packaging and packaging materials to ensure safety for their intended use and packaged goods. This standard is now especially demanded in the food industry. Compared to the standard ISO 22000, stricter criteria are applied. The Karl Knauer Group is thus positioning itself even better as a specialist in the food packaging sector. The core competencies of the Karl Knauer Group are innovative packaging and promotional products as well as gift boxes made of cardboard, corrugated board and paper. www.karlknauer.de

Karl Knauer-Gruppe



PF Concepts acquires SPS (EU) Limited

Polyconcept, a global leader in the promotional products industry, announced today the acquisition by its European subsidiary, PF Concept International B.V. (PF) of the entire share capital of SPS (EU) Limited (SPS). Based in Blackpool, UK, SPS is a leading manufacturer and marketer of promotional products serving the UK, Ireland and Europe markets. PF Concept is Europe's leading marketer of promotional, premium and corporate gift products. With this transaction, PF expands its product offering throughout Europe and strengthens its market position in the UK. "We are excited about the growth opportunities that the SPS product line and production capabilities bring to PF and we welcome the SPS team to the Polyconcept family," said Ralf Oster, CEO of PF. "We are delighted to join hands with PF to deliver the best solutions to our customers all over Europe. The two companies complement each other well and we are excited about our future together," remarked Phil Morgan, CEO of SPS.

www.pfconcept.com – www.spseu.com.



Polyconcept



Personal data

Expanding in Germany

Sebastian Sedlick will be reinforcing the Trendfactory team in Germany from January 2018. In his role as Head of Sales, he will be responsible for operative sales in Germany and will continue to expand sales for Trendfactory. Sebastian Sedlick boasts many years of experience in the cosmetics industry and has performed various roles in the selective distribution of well-known premium brands in the past. www.trendfactory.eu

Trendfactory B.V.



Sales reinforcement

The case manufacturer "KS Techno Case GmbH" has announced a new reinforcement. Since the second half of 2017, Eva Höcht has been supporting the sales team at the company site in Erbsdorf. She worked as a qualified hotel professional in Munich for the past six years. As of now, her new responsibilities in sales include quoting and processing customer inquiries. www.kstechnocase.com

KS Techno Case



Young reinforcements

For the past 30 years, Jura Textil GmbH has been a full-service partner of the promotional product trade for finished textiles, terry towelling, bags and special productions. For almost as long, the long-standing company based in Ofterdingen near Tübingen has been successfully training its own young talent. The most recent addition to the team is Vivienne Weber, who completed her training as a media designer, specialising in design and technology, in September of this year and who is now reinforcing the back-office team at Jura. At the same time, Simon Lechner began his training as a media designer, specialising in consulting and planning, in September, and Kevin Mavro began training at Jura as a media designer specialising in design and technology. Also on board is Jutta Mang, who has been working in the textile finishing and service department since July. Philipp Mehl, Managing Director since 2015: "In order to further develop the company and to meet the demands of our customers in the future, we need well-trained employees who understand the company and the market." www.jura-textil.de

Jura Textil



The new members of the Jura family are (from left to right): Simon Lechner, Jutta Mang, Kevin Mavro and Vivienne Weber.



Giving Europe

Wolf Creemers is the new Managing Director

On 1 December 2017, Wolf Creemers (45) was appointed the new Managing Director of the promotional product supplier Giving Europe which operates throughout Europe. The co-founder and current Managing Director, Stef van der Velde (58), will continue to serve as a director from 1 December 2017 to March 2018 and subsequently work as a consultant of Giving Europe. "Wolf Creemer's appointment as the new Managing Director fits in perfectly with the company's increasing professionalism," says Giving Europe.

Prior to joining Giving Europe, he worked as a self-employed interim manager and consultant. Before that, he worked for many years as a corporate partner at Boer & Croon and held several management positions, including at AkzoNobel. Stef van der Velde: "After 17 years, it's good that someone else will charter the course. Wolf is the perfect choice for the challenges that the company faces in the coming years. www.givingeurope.com

Personal data



Goldstar Europe

Reinforcement in Germany

Goldstar Europe is pleased to announce the recruitment of a new sales account manager for the West area of the German market. Elvir Rizvic joined the Goldstar team in November. Elvir has worked within the promotional products market for 2 years. He previously worked for Swiss Pen producer, Burger Pen. Elvir also brings with him experience in working with customers based as far as Italy, Sweden and Netherlands.

www.goldstar-europe.com



STABILO

New sales employee in Italy

Since November 2017, Mattia Armeniaco has worked for STABILO Italy, where he oversees operations for STABILO Promotion Products. He completed his Bachelor's degree in Italy and his Master's degree in France. For his new role at STABILO, he brings his Italian, English, French and Spanish language skills in addition to years of experience in sales activities in the consumer goods sector in France,

Italy and the United Kingdom.

www.stabilo-promotion.com

Takeover of Sanem Germany

As of 1 December 2017, the product portfolio of the German Sanem branch is located under the umbrella of Sprintis Schenk GmbH & Co. KG. As part of an asset deal between Sanem and Sprintis, the specialist wholesaler for printing and advertising needs in Würzburg takes over a large part of Sanem's product portfolio along with its telephone numbers and e-mail addresses. Christian Schenk, Managing Director of Sprintis, explained this step as follows: "We already have a large part of the items offered by Sanem, such as coil binding, calendar hangers and cover sheets in our product range. The newly acquired items complete our portfolio perfectly. Sanem customers can count on our many years of experience, short delivery times and low prices. In addition, they will benefit from our additional Sprintis range of packaging items for printing and advertising needs."

More information is available at: www.sprintis.de



New sales cooperation

The companies reeko design from Ellerau near Hamburg and InterPro Brands will be entering into a sales cooperation on 1 January 2018. From this date, reeko articles will be presented in the InterPro Brands catalogue and InterPro Brands will handle the entire customer communication and support. The Bremen-based sales professionals will take care of the product presentation, all the details of the offer phase as well as order processing. Both companies hope to achieve a high added value from the cooperation.

Shared catalogue

The two companies describe the advantages of the cooperation as follows: Two assortments for different targets with one point of contact and logistics. reeko products arouse the interest of customers with design demands, and the product range of InterPro Brands appeals to price-conscious advertisers in search of mass-produced goods. This also benefits the trade: the shared catalogue PROJECTS 2018 contains more than 1,500 articles of various categories, thus ensuring that promotional product distributors and downstream industry customers have access to a wide range of high-quality design articles and trendy give-aways from a single source. Michael Puchtler, Managing Director of InterPro Brands, and Marko Reimann, Division Manager at reeko, are looking forward to the cooperation and are confident that the cooperation will pave the way for the future.



About reeko design

reeko design was founded by Reenald Koch in 2003, and in August 2015, as part of a succession plan, the company was integrated into Carstensen Import-Export-Handelsgesellschaft mbH, one of the largest German importers in the office, paper and stationery sector. The range includes high-quality, innovative promotional products for the office, household and leisure. The corporate credo "Smart. Different. Affordable." describes its demands on design and pricing. The quality of the articles is ensured through multiple checks according to European test standards. reeko design also strictly adheres to social compliance guidelines.

About InterPro Brands GmbH & Co.KG

InterPro Brands GmbH was founded at the end of 2017 by Michael Puchtler, who previously worked for Giving Europe as Managing Director of the German subsidiary for more than 10 years and developed the German subsidiary into one of the market leaders in the DACH countries. From 2018, InterPro Brands will be offering its own catalogue range of low-priced promotional products from various categories and presenting it to the market for the first time at the PSI 2018 in Düsseldorf.

www.reeko.com – www.interprobrands.de

InterPro Brands and reeko design



Michael Puchtler



Marko Reimann



One of the most successful projects of Reed Exhibitions in the sphere of promotion and advertising, the Leading European Trade Show of the Promotional Products Industry, PSI will be presented in Russia for the first time ever.

11–13 September 2018 in Moscow

Premiere of PSI Russia

PSI Russia will be held on 11-13 September 2018 in Moscow in Crocus Expo International Exhibition Center – one of the largest and modern fairgrounds of the world. PSI Russia will transform your opinion about an exhibition. It will become a festival of creative class – fun, flexible, millennial-friendly and attractive with an after-party event after the show. The real premiere of the upcoming year in the exhibition world is going to gather best members of creative community and will become the perfect place for sharing ideas, experience and emotions, getting inspiration, having good time and doing business indeed. Special areas of the exhibition will be highlighted by the companies' profiles. The exhibition hall will not be constructed that way that you used to see before. Special exhibits and show areas are dedicated to an in-depth look at promotional labelling, printing and finishing technologies, inventions and innovations, and much more. You will be attracted by the exhibitors' activities and creative ideas.

Exhibitors will demonstrate their products in the following segments:

- Presents and gifts
- Leather business accessories
- Sweet presents, premium alcohol
- Interior items, tableware
- Promotional textile
- Branded Prizes & Awards
- Office supplies, writing instruments
- Advertising & corporate printing products
- Equipment, expendables and technologies for promo industry
- POS materials and constructions, visual communications
- Customising
- Handmade products

Moreover the new PSI Russia awards will cover the whole industry with inspirational ideas. Participants will have a unique chance to present their amazing promotional products and souvenirs to best international experts and visitors of the show, who will decide which product will win. The best corporate products will be awarded and get their prizes during the show. The famous PSI catwalk area will also be constructed at the show and different textile companies will present their products.

Rich conference program

In parallel with the exhibition there will be a rich conference program for marketers, creators, advertising agencies and all the professional of promotional industry. It will include best cases and practices of Russian and international experts. The best representatives of the creative class will share their experience with the audience, discuss actual questions and issues, make workshops and professional trainings. Famous experts from branding, advertising, marketing, event, digital agencies and top managers of global corporations will meet within the PSI Russia conference to give you useful advices and beneficial information about the industry and novelties. For better networking and matchmaking PSI Russia will create a comfortable zone.

Special services

The online database and product search solutions will allow the participants of the show to communicate before the show, better plan their exhibition days and keep in touch all the year round. The PSI Russia team provides a special personal recommendations service, that help guests to make their visit more effective and convenient. <

More information at: www.psi-russia.com



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After two weeks of “flying” across the German countryside, the A&O Advent Tour, which has long since become a tradition, had successfully landed again. At eight selected stopovers, the pre-Christmas product show of the 23 partnering exhibitors once again took place under the banner of the goose, which has been the symbol of the tour for some years.

A&O Advent Tour 2017

Goose landed successfully



The trademark of the A&O Advent Tour – the goose in a pre-Christmas look.

Above all, the A&O Advent Tour is renowned for the good companionship among the exhibitors who ensure a great atmosphere in front of and behind the scenes. And not least of all, dinner together ensures excellent customer relations. Whereby deliciously prepared siblings of the tour symbol adorn the plates at this get-together. Of course, there are also culinary alternatives for other palates, and also a lunch snack for the early arrivals this time.

Good conversations, perfect organisation

The evening gathering between suppliers and their guests, the promotional product distributors, gives this mobile trade show a special touch because many a lasting business contact has been made or intensified at the meal in a relaxed setting. One gets into a conversation, reviews the new products one has seen, exchanges ideas about the developments in the industry, gets to know and appreciate each other and then talks about everyday or personal things. Or to summarise it in the words of Harald Vöth, Managing Director of Team-d: “Good conversations, perfect organisation – it’s fun!”

During the day, of course, the tour focused on promotional products. On display were the new products of the coming season, as well as proven classics which frequently appear in a different guise and never become boring: This was yet again an impressive demonstration of the ingenuity of the industry. The A&O Advent Tour 2017 started this time in Mainz. As in the previous year, the 23 exhibitors were guests at the Atrium Hotel, one of the top addresses in the state capital of Rhineland-Palatinate. With Troika and Sanders Image Tools, two new companies had joined the group, which also stopped at selected locations in Schorndorf, Sauerlach, Herzogenaurach, Berlin, Hamburg, Gütersloh and Dormagen during the two weeks, and thus came close to a large part of the professional promotional product trade in Germany.

New products and news

Martin Blindow, who has been part of the tour organisation team for years, was one of our first interlocutors. He reported on the new cooperation that his company Infoplus will enter into with Durable. As of 1 April 2018, the

product ranges of Infoplus, the specialist for individual name badges, and Durable, the medium-sized manufacturer of filing and sorting systems, will complement each other. Both companies will benefit from the cooperation, as Martin Blindow explains: "For 20 years, Infoplus has been synonymous with highly individual service related to high-quality name badges which we produce ourselves and send to the recipient according to our customer's wishes – from the corporate department to the individual employee. "Thanks to the cooperation with Infoplus, Durable can now also offer this exclusive, individual product line. Infoplus itself now has access to an expanded product range, even in large quantities. Both companies will benefit from the contacts of each partner. Of course, Martin Blindow had brought along numerous examples of the extended portfolio. Particularly impressive: entirely scratchproof metal sign plates finished in untereloxal print.

Light atmosphere in Schorndorf.



The stands of the 23 exhibition partners were also very well attended in Dormagen.



There are always new accents to be discovered with the classic ballpoint pen – as was evidenced at the Ritter Pen stand.



A congenial atmosphere prevailed right at the beginning of the tour in the Atrium hotel in Mainz.

Something sweet for every budget

Sweet things are part of almost every campaign. The exquisite marzipan creations from Niederegger are something special because the traditional brand expresses special appreciation to the recipient. It is always nice to see how visitors to the trade show enjoy the little tasting hearts that Frank Jansen generously distributes at his stand, not only delighting marzipan fans, but also winning customers. "In order to ensure that there is something for every budget, every occasion and every taste, we have once again expanded our range," says Jansen. Whether it be the gift pack with 500 grammes of fine marzipan, larger and smaller four-bars or a nougat calendar – there is plenty of choice. Also new: In addition to marzipan, truffles are also now available in several new flavours. Our tip: Be sure to try them!

Individual items made of paper

Customised products made of paper and cardboard that make the most of advertising impact on any budget – that is Orcas, which has evolved enormously in recent years thanks to its creativity. No wonder the paper artists have also been offering carrying bags for several months now. "In different sizes, with a handle or a cord – our bags are selling very well," says Tina Mahler. "In addition, details such as individual gift fasteners with a band are possible. And all from just 100 pieces, also printed in five colours." In addition, Orcas also boasts several new items for the office, such as the C-Box, a desk set that is guaranteed to surprise.

Fashionable accessories for everyone

The tie has gone out of fashion? Who said that? Rita Wilke from Maica must know: "We are slowly but surely noticing a reversal of the trend. Even though the tie no longer has the previous status as an indispensable accessory for the gentleman, it turns out that in many sectors gentlemen cannot get along without it," said the experienced consultant, who is well versed in all style and fashion topics. Especially in the corporate sector, the tie is still valued as a business card of a reputable company – and the trend is rising. Nevertheless, Maica has more than enough attractive alternatives to offer. "All the rage at the moment is the combination of a bow tie with a matching breast pocket handkerchief. Even those who wear our mini-bow as a lapel pin with the tie in the same design are fashionably up to date," the expert assures us. She showed us that even small variations can sometimes produce a whole new look, such as silk scarves that are loosely tied as a bow and adorn every blouse. Simply chic! For those who prefer warming and practical accessories, Rita Wilke brought along discreetly patterned unisex pashminas made of extremely soft material for less than 10 euros. Many product ideas at Maica fall under this price cap.

What's new with regard to ceramic cups? SND Porzellan-manufaktur has a lot to offer.



Also worth seeing again: the artistic gifts of the Danish specialist Artihove.

Optimum advice

Also worth seeing again: the artistic gifts of the specialist Artihove with an emotional value. Each item is handmade in bronze, silver, ceramic, stainless steel or glass. In addition to the standard collection, the Dutch company also offers custom-made products in small or large quantities. Much was still to be discovered, and many new products were scrutinised and tried out by the representatives of the promotional product trade, and found to be promotionally effective. The locations were also well-attended this year. Thanks to intensive consultation and the deliberately concentrated group of exhibiting companies with conceivably little thematic overlapping, the visitors received optimum advice and plenty of time to elaborate on individual products.

Pre-Christmas success story

The exhibitors of the Advent Tour collective referred to here can only convey an exemplary impression of the abundance and variety of attention-grabbing products and trends. Despite the deliberately manageable number of participating suppliers, the exhibits provided a comprehensive cross-section of the sheer unlimited possibilities of representational advertising. And it is intended to keep it at (approximately) 23 exhibiting suppliers: "Our tour is just the right size. Apart from a few thematic overlaps, each of our participants offers a very special assortment which perfectly complements the products of the other partners. The limited number of exhibitors also gives our guests plenty of time to elaborate on new products," says Martin Blindow, adding: "And, more importantly, we fit together quite well at a personal level. At each stopover, we noticed that this common positive spirit was also transmitted to our visitors. We can hardly ask for better conditions for good business relations." Not surprisingly, the pre-Christmas success story of the A&O Advent Tour will continue in the next Advent. <



There were a lot to tasty delights to savour here: some of the products of Betz distillery which offers a wide range of "delicious gifts!"



SPS had a lot of new sustainable plastic products on offer.



Martin Blindow (right), Managing Director of Infoplus, the specialist for individual name badges, talking to a visitor in Berlin.

Here is where the trend is moving: the specialist Pixika shows promotionally effective new products associated with USB sticks and IT devices.



There was plenty of time for in-depth conversations during the tour. Here Rita Wilke from Maica (right) talks to guests.

The Welcome Home Tour at the end of the promotional product year has long been part of the established repertoire of the industry. This time, the series of events of the host companies concluded with a special event: Following the product show, Koziol invited guests to celebrate its 90th anniversary.

Welcome Home 2017 / 90 years of Koziol

Glittering finale at jubilarian Koziol



The finale venue of the Welcome Home Tour 2017 was the Koziol-Glücksfabrik in Erbach in Odenwald.



Very impressive: Promotional products with a (cool) perspective.



Look here: the duck family at mbw has new additions.

We can look back on a fantastic tour with terrific people and interesting conversations and we say thank you!“ With this concise summary, the nine host companies of the Welcome Home Tour 2017 reported back again to the participating promotional product distributors and consultants all over Germany via a mailing on the evening of the last of the eight tour days to say thank you for a successful series of events which this time actually established a new visitor record. With 878 customers from a total of 337 different companies in the professional promotional product trade, the organisers even managed to surpass last year's record of 857 visitors.

Saving the best till last

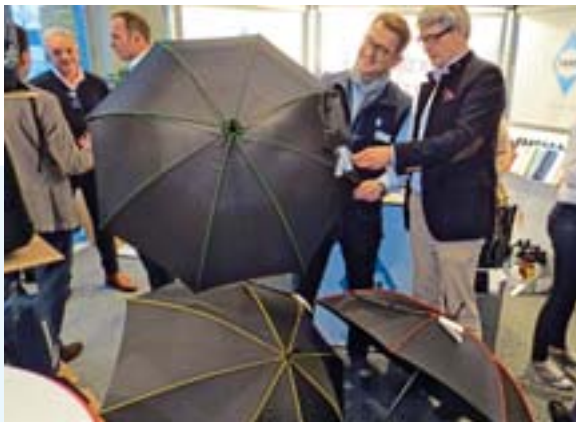
The special feature of this tour was the conclusion of the six events in Erbach in Odenwald at the home of Koziol, the manufacturer of design accentuated plastic consumer

goods. The long-established company used this day as an opportunity to celebrate its 90th anniversary together with all its guests and the Welcome Home partner companies Halfar, Daiber, FARE, Geiger-Notes, Jung Bonbonfabrik, REFLECTS, mbw and UMA with an exuberant party.

Perfect hosts

This event had been preceded by five other events in which the inviting companies once again demonstrated how valuable they are as partners in the promotional product trade. The nine promotional product specialists once again proved to be perfect hosts whose invitation is always eagerly accepted. The promotional product distributor professionals from all over Germany once again took a symbolic seat on the tour mascot, the red sofa, before standing up to update about a lot of haptic innovations, to test them out and to immediately learn how and where they can be used effectively and profitably.

Fare Sales Manager Günther Schmidt (left) shows Michael Freter one of the new umbrella models.



Welcome Home also means maintaining contacts between suppliers and distributors: Michael Hagemann talking to uma Managing Director Alexander Ullmann.



Koziol Managing Director Thorsten Muntermann regularly showed guests around the production facility.



There was also a large crowd at the Koziol "Glücksfabrik" on the final day of the Welcome Home Tour.



Comprehensive advice: Detailed information on new products and current trends was provided at each stopover of the tour.



Stephan Koziol thanked his team.



Welcome home at Reflects in Cologne (from left): Reflects Managing Director Meinhard Mombauer, GWW Chairman Frank Dangmann, GWW Managing Director Ralf Samuel, PSI Managing Director Michael Freter.

First-hand know-how

Of course, there was again the instructive “behind the products” look directly at the manufacturers or finishers of the presented assortments. The imparted know-how about the creation of a promotional product gives the trade further valuable arguments when presenting the products to their customers. And this was actually possible at the Welcome Home Tour 2017: each participant from a company could bring along an industry customer of their choice to demonstrate on the spot what constitutes an effective promotional product and what lies behind the close collaboration between distributors and suppliers. The Welcome Home partners see the strengths of the industry especially in joint implementation. In addition, there were again “lots of other goodies”, such as the bonus voucher booklet for distributors worth 1,200 euros, and a sample package.

Finale at the “Glücksfabrik”

This time we started with a brand-new location, the Kulturwerk in Norderstedt near Hamburg, a former limestone quarry directly on the lake, which now serves as an event centre for culture, business and society. Afterwards, the sites of Halfar, Reflects and Daiber were the ports of call of the tour. In the meantime, there were also stopovers at the already well-established event location Alte Gärtnerei in Taufkirchen near Munich, before heading to the production site of the jubilarian Koziol – the “Glücksfabrik” (factory of happiness) in Erbach/Odenwald (Germany) – where, following the new product show, the tour was exuberantly celebrated.

Koziol experienced live

Before that, however, the guests witnessed the enormous effort and commitment that lies behind the creation of the

The “John Paul Band” provided the musical entertainment.



At the “Unterholz Club”, nine decades of Koziol were exuberantly celebrated with live music provided by the “John Paul Band”.



Stephan Koziol and Alexander Ullmann enjoyed themselves at the party.

creative brand products during regular tours of the production halls. At Koziol, the entire value-added chain can be traced from product development through design and toolmaking to production and sales at the Erbach site. The result is an impressive and enlightening insight into a great quality brand “Made in Germany”, which fully unfolds its innovative strength in the fruitful interaction of designers, customers and consultants and thus also becomes the ideal partner for the promotional product trade. Anyone visiting the factory can experience how this came about in the Glücksfabrik Museum, which brings the history of Koziol to life.

“Bringing positive feelings into the world for 90 years”

A get-together at the campfire in front of the “Glücksfabrik” set the scene for the subsequent “Street Food Market Party” at the nearby “Unterholz Club”, where nine dec-

ades of Koziol were celebrated with live music provided by the “John Paul Band”. When welcoming the guests, managing director and owner Stephan Koziol bridged the past with the present, underlining trust as a constant. He thanked all those who have contributed and are still contributing to the success of the Koziol brand, not least his team whom he asked to join him on the club’s stage. Stephan Koziol explained what the anniversary means for him: “90 years of Koziol mean 90 years of creativity, new ideas, exciting experiences, wonderful people. It means simply bringing positive emotions to the world for 90 years and creating products that make people happy. British designer Sebastian Conran once said about our products: ‘Koziol puts a smile on my mind’. I cannot imagine a greater praise.”

<



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Put an end to side-tracking

The Magny notebook from Inspirion is an ideal companion at trade shows, conferences and in the office. The lined writing block with holes for a loose-leaf binder has enough space for notes. Adhesive notes in various colours and sizes are found inside. The self-adhesive memo notes make it easier to look for the right page. And to keep it all together, the notebook can be closed with a magnet. The loose-leaf notebook binder is available in five colours from Inspirion.



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Environmentally friendly packaging

According to Spindler, premium packaging and presentation packaging can also be produced in an environmentally friendly manner. A good example of this is the packaging of Cremer Care. It does not require any plastic. The macro-art fine cardboard is made of 100 per cent recycled material, but is so exquisitely prepared that you do not notice this. The classic colours and the delicate structure embossing make these products timelessly beautiful. The company produces exclusively in Baden-Württemberg using electricity from hydropower.

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Dezember • December • Décembre							2017
Week Samstag	Monday Montag	Tuesday Dienstag	Wednesday Mittwoch	Thursday Donnerstag	Friday Freitag	Saturday Samstag	Sunday Sonntag
48					1	2	3
49	4	5	6	7	8	9	10
50	11	12	13	14	15	16	17
51	18	19	20	21	22	23	24
52	25	26	27	28	29	30	31
Competence in Calendars®							
Januar • January • Janvier							2018
Week Samstag	Monday Montag	Tuesday Dienstag	Wednesday Mittwoch	Thursday Donnerstag	Friday Freitag	Saturday Samstag	Sunday Sonntag
1	1	2	3	4	5	6	7
2	8	9	10	11	12	13	14
3	15	16	17	18	19	20	21
4	22	23	24	25	26	27	28
5	29	30	31				
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Februar • February • Février							2018
Week Samstag	Monday Montag	Tuesday Dienstag	Wednesday Mittwoch	Thursday Donnerstag	Friday Freitag	Saturday Samstag	Sunday Sonntag
5				1	2	3	4
6	5	6	7	8	9	10	11
7	12	13	14	15	16	17	18
8	19	20	21	22	23	24	25
9	26	27	28				
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März • March • Mars							2018
Week Samstag	Monday Montag	Tuesday Dienstag	Wednesday Mittwoch	Thursday Donnerstag	Friday Freitag	Saturday Samstag	Sunday Sonntag
9				1	2	3	4
10	5	6	7	8	9	10	11
11	12	13	14	15	16	17	18
12	19	20	21	22	23	24	25
13	26	27	28	29	30	31	
terminic							

Plenty of space

Users have plenty of room for planning and advertising with the popular four-month calendar from terminic. What is more, the certified FSC® quality and climate-neutral calendar production also make for a clear conscience. Both quadro calendar models have a back made of bright white, triple-coated chromo cardboard so the plan can be positioned optimally on the wall. Four separate calendar blocks with fine line perforation make the sheets easy and clean to tear off. The calendars come in 35 languages.

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Sustainability in focus

In the new catalogue from MAPROM GmbH, special attention is paid to sustainability and fair trade. Among other things, the company presents recycled products, bags and pouches made of organic cotton with the GOTS (Global Organic Textile Standard) seal as well as bags and pouches made from Fairtrade cotton. One of MAPROM's core competencies is its own import business which has been operated at a high-quality level for many years. Cotton bags are available in over 30 different model versions with a total of 28 colours.



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A year full of recipes

Food should be healthy and fun. The family planner “Healthy & delicious – family kitchen” by Walter Medien shows a variety of colourful recipes which will lure every cooking slouch behind the stove. Mila Melone accompanies the family through the year and gives clever nutrition tips on the back pages. The concise memo calendar scores with columns and plenty of space for the entries of family members. The calendar is available as a wall calendar and as a practical strip planner with generous advertising space.



Advertising space in an XXL format

The practical cellulose pad dispenser made of high-quality SAN plastic from Flörke comes with anti-slip feet as a standard feature. The cube consists of three parts: a square container with an opening, a cover with an integrated storage compartment for small items, as well as a cover plate with a hole making it easier to lift. The plate can be finished with customer-specific motifs over a large area in up to four colours by means of digital printing. The cube comes in several standard combinations, as well as in special colours on request.



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Precise weatherman

The Metmaxx® DesignTime SatelliteMicro weather station from Spranz is an utterly precise measuring instrument for the household and office. The strong “feel-good station”, as the supplier calls it, comes to the recipient with indoor and outdoor thermometers, including a wireless outdoor sensor. This keeps the local temperature under control at all times. Added to this is a precise, radio-controlled digital clock. Customers can find more items in this and many other categories in the current Spranz collection.



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Perpetual Planner

After the first range whiteboard notebooks' success the Swiss brand is back with a new product: the “WhyNote Perpetual Planner”. This planner can follow you month after month, year after year without any crossing out. Once it is full of notes, just wipe it like you do on a whiteboard and start again. The WhyNote Perpetual Planner isn't only a calendar, it also comes with many kinds of erasable pages as agenda, to do lists, tasks by project, lined pages and much more.

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Seal and pour

The useful second-generation bag clip from DaloLindén is now available! The Twixit! Seal & Pour closure solves a daily problem in the kitchen. Without having to repeatedly open a bag, the content can now be poured out of the bag. The built-in spout with a resealable cap is used to keep the contents fresh. Ideal for flour, muesli, sugar, beans and much more.



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Tradition and modernity

For years, Heimrich1904® has been producing high-quality notebooks to match the company's writing instruments, which can be purchased from Kaldenbach Lifestyle Merchandise. Including the unique BrainBook. Behind it lies a high-quality notebook with a modern USB memory stick for capturing digital data. The book is available in royal blue, red, beige, brown or anthracite with 240 squared, lined or blank pages. The slide-out USB stick holds 4GB. Embossing is possible on the front or back.

Innovative year companions

Grass paper is the printing substrate for Zettler's new eco-friendly calendar series. Grass paper consists of 50 per cent grass fibre. The material is recyclable, compostable and FSC-mix (FSC® C009951) certified. The attractive calendar trio features a modern weekly calendar and offers plenty of space for appointments and notes. The cardboard cover can be customised. This makes the calendar a sustainable form of image advertising.

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Packaging as a collector's item

The individual packaging solutions from Hilarius Design are not just boxes, but coveted items for collectors. Regardless of whether a gift should be delivered to the customer as a locomotive, a speedy ICE, a lorry or a delivery van: Customised design and printing are always possible to ensure that the CI can be optimally transported. On request, the eco-friendly folding cartons can also be filled directly with chocolate, peppermint or other sweets.



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Individual packaging

The broad spectrum of individuality is right at the top of the list of what is on offer from SALE. Environmentally friendly paper boxes, which can be produced from beginning to end according to customer-specific designs and in any desired shape, make this offer unique. The supplier helps made up a 3D model and with visualisation. There is a choice of materials between recycled paper or compostable and biodegradable resources, such as sugar or bamboo.

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Environmentally friendly in cork

There are many notepads made of recycled paper – but the “Coko” and “Riko” notepads from Citizengreen® even have covers made of renewable, natural cork. Both models have eighty pages of lined recycled paper (70 g) with satin bookmarks, are closed by means of a rubber band, and come with an informative banderole made of recycled paper. Thanks to the sustainable, environmentally friendly material, these cork notebooks have been given Etikeko grade A3.

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Must-see products at the PSI were the multiple award-winning Duraframe® magnetic frames. They are ideal advertising vehicles for posters and much more.

Innovative products for “Modern Office” and “Modern Presentation” were exhibited at the last PSI Trade Show by the German brand manufacturer Durable which demonstrated how its products also functioned as promotional products. We are presenting this company and its services for the industry.

Innovative products for Modern Office and Modern Presentation

The Style of Success

Even though ballpoint pens, lighters, etc. are still important products for the industry, the requirements placed on promotional products have changed considerably. They should be functional, of high quality and suitable for demanding applications. This in any case applies entirely to the products of the company Durable. Under the motto “The Style of Success”, the German brand manufacturer presents clever, customisable solutions for presenting information and for the smartphone.

“Made in Germany think tank”

As a manufacturer of office products, Durable Hunke & Jochheim GmbH & Co. KG operates throughout Europe. Durable currently has 700 employees and is headquartered in Iserlohn in Germany. “Functional and elegantly

designed products are produced by the ‘Made in Germany think tank’”. The company has won 86 prestigious awards in the past 15 years alone. The Durable range includes orientation and presentation systems, office equipment, name badges, security pass holders as well as desk and computer accessories.

Sophisticated product design

Since being founded in 1920, the company has been synonymous with innovative solutions, high quality and sophisticated product design. Durable, for example, already invented the Duraclip® clip folder in the 1950s, the world's first solution for filing documents without using punched holes. In 2015 under the Luctra® brand, Durable launched an innovative lighting system with biological lighting effects which can be individually adjusted to the user's own work-

ing rhythm. Durable manufactures in Germany, Poland and the Netherlands. The Iserlohn-based manufacturer has already received numerous awards for environmentally friendly production. Worldwide sales are carried out through its own sales companies in Europe and the USA.

Duraframe

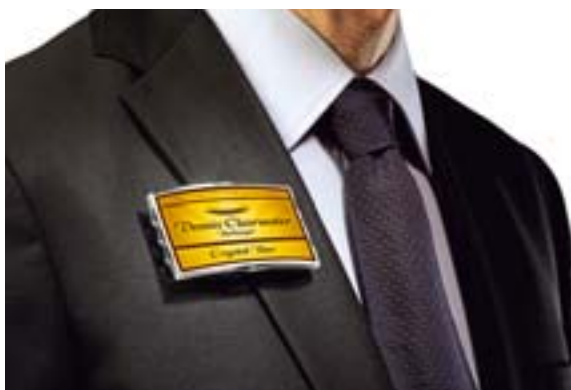
Must-see products at the PSI were the multiple award-winning Duraframe® magnetic frames. They are ideal advertising vehicles for posters and much more. The application is very simple: the magnetic frame can be opened and closed as often as required, the contents can be exchanged quickly and easily, do not slip and are presented professionally. When applied to glass, for example on door or window panes, the information can also be read on both sides. The frame is available in various DIN sizes, formats and colours. With the self-adhesive backing, it can be attached to all smooth, load-bearing surfaces. For use on display windows, Durable offers heat-resistant Duraframe® Sun frames that can be fixed to the surface by adhesion without glue, and can be peeled off without residue.

The right frame for every occasion

Eleven internationally renowned design prizes, including the Red Dot and the IF Award, have acknowledged the easy handling and high functionality of the magnetic frame. Duraframe® is an interesting product for the promotional product industry due to its great versatility. It is not only an ideal advertising vehicle, but also an ingenious solution for countless other purposes. Company logos, slogans or other messages: At Durable, the individual printing of frames can be customised. "Magenta" or the 2017 trend colour "Greenery", a square or circular shape? From a certain quantity, there are (almost) no limits to the wishes for a personal design of the frame.

Always fits – the Phone Holder

Durable offers another advertising carrier with its Phone Holder – in the double sense of the word. Individually branded, this product is an equally colourful and practical solution to place a mobile phone at any power socket. And it always fits: the Phone Holder is suitable for all plugs, sockets and mobile phones. The socket holder has a rotatable recess, tailored to the standard Euro plug. Thanks to the movable inner ring, the Phone Holder can be attached to both horizontally and vertically mounted sockets. If the charger cable does not have a Euro plug, the inner ring can easily be removed. The cable is simply wrapped around the slim waist of the holder. The storage surface is slightly chamfered so that even mobile phones with a



Durable also offers a comprehensive assortment of name badges.

heavier weight can be securely supported. The rubber surface also prevents slipping of the smartphone. The Phone Holder fits into any handbag or travel bag. It comes as standard in five different colours. Individual production is also possible from a larger quantity.

Name badges à la carte

Another product in the Durable promotional product portfolio is name badges à la carte. Whatever the purpose, Durable offers a comprehensive range for modern presentation and individualised name display. The company not only offers a wide selection of different name badges from the classic to the premium version, but also a simple as well as professional option for the individual design of badges with its free Duraprint® software. This is how simple it is: Design the inlay for the name badge according to your own wishes – for example, with a company logo – print on Durable Badgemaker® blank sheets, place them into the badge, that's all. Name badges, matching blank sheets as well as free software for individual printing – Durable offers companies a complete professional solution for a perfect corporate identity appearance. <



Individually branded, the Phone Holder is an equally colourful and practical solution to place a mobile phone at any power socket. And it always fits.



The Durable company headquarters in Iserlohn.

It began as a solution specifically for the shipping industry and became a real success story: in 1937, the calendar maker terminic – the former company Buchdruckerei B.C. Heye & Co. – created the world's first 3-month calendar.

terminic celebrates

80 years of 3-month calendars

As a result of the longer planning periods that were usual in the shipping industry, Unterweser Reederei AG Bremen wanted a calendar that did not previously exist: In addition to a generous schedule of three months at a glance, the new calendar should also be easy to read from a distance and offer space for illustrated advertising of the company. The result was a large-size, sturdy wall calendar with a 3-month view, which was easy to attach to the wall and featured all important information and a striking cover picture.

“Tailor-made” calendar

The “shipping calendar”, as the 3-month calendar was initially called, quickly developed into a resounding success and also attracted the attention of other industry sectors. Production of the multi-month calendar was soon in full swing, and the original version was joined by calendars in various versions and formats. Today – 80 years after the invention of the first 3-month calendar – terminic produces more than 30 different promotional calendar models in more than 35 language combinations in the standard and supplies them in millions of copies to almost every country in the world. The portfolio includes

wall calendars with a 3-, 4-, 5-, 6-, 7- and 8-month overview, various desk and poster calendars, as well as the first 3-month calendar app for iOS and Android smartphones. A variety of print finishing options, tailor-made calendars adapted to the customer's corporate design and a unique range of languages complete the calendar manufacturer's portfolio.

Demand unbroken

terminic Managing Director Wolfgang Rolla du Rosey looks back with satisfaction and forward with excitement: „With our 3-month calendar, we launched a product 80 years ago, which has become a daily planning aid and an effective promotional product. The demand for high-quality, sustainable promotional products with a lasting effect is unbroken. Our first customer, Unterweser Reederei AG, still orders our calendars today. „terminic GmbH produces exclusively in Germany: from customer consulting and order processing, through to printing and further processing, to packaging and dispatch of promotional calendars – all this takes place directly at the company site in Bremen.

Highest standards

Calendar production is subject to the highest, certified quality and sustainability standards. For example, terminic is certified according to ISO 12647 Process Standard Offset Printing for particularly demanding cardboard printing, and uses only FSC®-certified paper and cardboard boxes from sustainable forestry as well as oil-free printing inks. The company also offers its customers the possibility to produce calendars by purchasing certificates of verified climate protection projects.

The world's first 3-month calendar in 1937 and the timeless classic “Super 1” in the terminic Edition 2017.





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SOL'S, the European manufacturer of promotional clothing and accessories, offers a wide selection of items that are perfect for the business environment. Like every SOL'S collection, the SOL'S ANYWEAR concept is also an integral part of the SOL'S PROCORP line.

SOL'S PROCORP

Stylish collection for everyday working life



he products can be worn in any corporate or office environment by anyone, at any time. The PROCORP collection offers versatility and flexibility for the ever-changing business world. SOL'S President, Alain Milgrom: "These products are designed in Paris and are not only stylish, they also fulfil their intended purpose and are therefore an ideal mix of both. The apparel is not only durable and designed with attention to detail – corporate branding has played a key role in the design of the collection. The SOL'S PROCORP collection is a must-have for employers who want to impress. From shirts, knitwear and ties to bags, SOL'S offers a variety of customisable corporate apparel solutions at competitive prices."

Optimal comfort

As shirts are a hallmark of the classic business look, the SOL'S BRIGHTON is one of SOL'S best-sellers. It is a long-sleeved men's stretch shirt with a tight fit which offers optimal comfort and is long-lasting wrinkle resistant. Available in sizes S to 4XL, there are two different styles for women – the SOL'S EDEN is long-sleeved, and the SOL'S EFFECT features three-quarter sleeves. For a more casual dress code, try the new SOL'S BECKER MEN and SOL'S BECKER WOMEN 100% cotton polka dot shirts. Their tight fit, small collar and trendy pattern are the perfect combination for an elegant and fashionable business look.

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The SOL'S COOPER and BRIXTON felt briefcases remain true to the motto "less is more".



The knitwear is available in different styles, from the V-neck – the SOL'S GLORY, to the crew neck – the SOL'S GINGER, both for her and for him.



The perfect eye-catcher is the SOL'S GATSBY. The tie is perfectly combinable with both shirts and is available in three different colours: black, silver and French navy blue.

Knitwear in different styles

According to the "ANYWEAR" concept, SOL'S offers a large selection of knitwear that can be combined with all shirts. The knitwear is available in a variety of styles, from the V-neck - the SOL'S GLORY, to the crew neck - the SOL'S GINGER, both for him and her, to the SOL'S GRIFFITH cardigan for men and the SOL'S GRIFFIN cardigan for women.

Extra protection for colder days

SOL'S offers extra protection for colder days. JULES MEN and JULES WOMEN are SOL'S stylish chinos for business and corporate events. SOL'S JULES MEN is available in nine colours and ten sizes and the SOL'S JULES WOMEN in four colours and seven sizes. Both pants have an elastane stretch.

Chic felt briefcases

SOL'S offers its business and corporate customers numerous possibilities to transport everyday objects in a trend-conscious manner. The SOL'S COOPER and BRIXTON felt briefcases remain true to the motto "less is more". Both have a 2-litre capacity and enough space for a 13-inch laptop.

Strong CSR commitment – systematic quality control

Founded by Alain Milgrom in Paris in 1991, SOL'S has been one of Europe's market leaders in promotional clothing with its range of 420 products. In addition, SOL'S has set the standard in the textile industry for environmental commitment, ethical values and corporate social responsibility. Its wide range of quality products, its products available from stock and its presence in 60 different countries offer the optimal prerequisites for strengthening a textile brand image. The highest expectations on textiles are guaranteed thanks to systematic quality control, adherence to ethical values and a competitive offer. SOL'S is a member of the FAIR WEAR FOUNDATION. <

Not only breweries are hoping for a favourable beverage consumption during the upcoming World Cup. Individual promotional ideas for the football and barbecue season from Rastal, the renowned manufacturer of exclusive brand-name glasses, offer new imaginative promotional glass ideas in time for the kick-off of the games and the barbecue season.

Kick-off for glass advertising messages

Promotional glasses with personality

“My personal glass” enhances the attractiveness and value of a gift and adds additional value to the decorated brand glass.



the trade. Individually designed promotional glasses offer companies excellent opportunities to draw the attention of consumers to their brand through promotional campaigns.

“Champion” as a real attacking star

Champion, the impressive football promotional glass, has proven to be a real eye-catching attacking star. The glass is also functional with its modern, dynamic design and ball relief finished as an ice base: the generous decorative surface enables effective branding for promotional campaigns. The football element ensures the necessary stability in practical use. A campaign tip that is sure to make its mark. Whether it be in the office, at work, at home or during public screening – wherever a football match is being watched, drinks are always served and glasses that offer the option to efficiently place logos and slogans earn the advertising company valuable points.

For a perfect positioning of distinctive brand messages for football (or grill) fans, Rastal, the specialist for glass finishing, is offering matching decor concepts and promotional ideas. With a winning team consisting of glass, decorative themes and brand, the glass and finishing specialist is focusing on the upcoming football season for its promotional products. Finding creative solutions in the customer's interest lies in the DNA of the company headquartered in Höhr-Grenzhausen. As early as 1964, Rastal launched the first brand-exclusive glass on the market with the well-known Bitburger Cup. This decade-long expertise makes it possible to create unique product and decor solutions for drinking glasses which, in addition to the brand, enhance promotional campaigns in

campaign tip that is sure to make its mark. Whether it be in the office, at work, at home or during public screening – wherever a football match is being watched, drinks are always served and glasses that offer the option to efficiently place logos and slogans earn the advertising company valuable points.

Glass as a personal individual item

“People want to express and live their own personal style. As an economic principle, individualisation is therefore massively penetrating the markets. Customers are also thrilled by the opportunity to design their glass individually and are actively involved in various loyalty promotions, bonus campaigns or prize competitions,” explains Raymond Sahm-Rastal, managing partner of Rastal GmbH



Champion, the football promotional glass, proves to be a real attacking star.

& Co. KG, with regard to the latest product service of his company. A successful example of this is the collection campaign “My own name glass” with Gerolsteiner Brunnen GmbH & Co. KG. If a customer purchases eight crates of Gerolsteiner, he receives two glasses with his desired name. The procedure for the customer is very simple: collect the sales receipts and send them to Gerolsteiner together with the desired names for the glasses. Handling and logistics are organised by Rastal. The glass and refining specialist individualises the water glasses at its production facility in Höhr-Grenzhausen. The personal individual items are then packed and sent to the customer. A logistical masterpiece ensures that every customer receives the right glasses. “When it comes to drinks, glass with its direct proximity to the product is superior to almost all other promotional products,” says a convinced Sahm-Rastal. “My personal glass” enhances the attractiveness and value of a gift and adds additional value to the decorated brand glass. “Through high-turnover promotions, the brand glass finds its way into the private surroundings of the consumer. Here, it is permanently present as a building block in the dialogue between the brand and consumer, and actively contributes to brand loyalty,” he adds.

“Living” glass thanks to AR

Augmented Reality is the new technology that has people looking more intensely than usual at Rastal glasses. The glass specialist was the first company to develop AR glass specifically for drinking glasses, which uses a marker on the glass to project digital content such as videos, images or animated objects into the real environment. “This results in real-time interactive scenes on a smartphone display, which merge virtually with the real drinking glass,” says Carsten Kehrein, chief designer at Rastal. Gaffel Kölsch was the first brewery to equip the “Jeck im Sunnesching” Kölsch beer glass with AR. You simply had to upload a special app (EasyVR) onto your smartphone. The scanned signet on the glass then led directly to the “Jeck in Sunnesching film” which could be viewed in real time. The technology became popular through the game called Pokemon Go. The AR glass was tested at the Gaffel am Dom brewery, one of the largest restaurants in Cologne. A total of 1,000 AR Kölsch beer glasses were in use. To reach as many users as possible, Gaffel produced an explanatory video. The response was overwhelmingly positive as all glasses were sold out in no time,” explains Sebastian Lenninghausen, product manager of the private brewery Gaffel. With Rastal, advertising companies and beverage companies can now for the first time take their customers and consumers into a virtual world via their brand glass and let them experience digital content. <



Reality enhancement without intoxication – that is now possible when drinking with AR technology. Here is an AR Kölsch beer glass produced by Rastal.



Functional minimalist

The Swiss company Prodir is presenting the latest **advanced development** of the DS8 model, this time with a metal tip. Prodir has added a new option to the functional, minimalist design of the unmistakable three-cornered shaft. This makes the pen even more elegant, striking and very special with a tip made of metal. It is available in silver, zinc-coated copper, black and graphite. Three pressure areas (two on the shaft and one on the clip) are provided for every conceivable kind of personalisation.

PSI 43417 • Pagani Pens SA Prodir Division
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<https://www.psiproductfinder.de/ngu0yw>



Design and competence

On international and Italian markets, Tucano's bags, cases, covers, mobile and travel accessories have stood for quality, design and functionality for more than thirty years.

Technology and style together with Milan are the two elements that represent the basic values of the company and are implemented in design and competence. Tucano's history is the history of the product, its creativity and functionality, which is intended to offer unique and innovative solutions.

PSI 43991 • Tucano Srl • Tel +39 02 2520101
morelli@tucano.it • www.tucano.com
<https://www.psiproductfinder.de/nmkyt>

Musical eggs

Now things can really get moving at the office. The **musical eggs** made of plastic from team-d have a long tradition. The so-called "Eggshaker" is an egg-shaped rattle and belongs to the group of idiophones. Filled with granules and small enough to vanish in the hand, they are used as soft producers of rhythm. They come individually wrapped in plastic bags or thirty in an egg carton. Available from stock in blue, red, yellow, green and white.

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



Totally made in Germany

For more than 44 years, Hepla has been producing **plastic injection moulded parts** in Germany and finishing them with screen, pad and also digital printing. In-house production and finishing are important mainstays of the company. Traditional give-aways are among Hepla's main items. Its extensive assortment ranges from chip holders to flying saucers, ice scrapers, clipboards, ballpoint pens and bottle openers up to memo holders.

PSI 41583 • HEPLA-Kunststofftechnik GmbH & Co. KG
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Smooth with style

Just in time for the new year, Stilolinea is presenting two attractive versions in the popular **Newcomer series** in line-up style. The S45 is now available with an extra portion of glamour, like the S45 SILK TOUCH, which can be designed in full colours with a soft touch surface. The matte look and soft feel of this writing utensil make it appear even more valuable. The new SEMYR GRIP CHROME is furnished with a large-capacity refill. Thanks to a combination of polished and matte elements, this model stands out from the crowd.

PSI 45328 • Stilolinea S.R.L. • Tel +39 01 2236350
 info@stilolinea.it • www.stilolinea.it
<https://www.psiproductfinder.de/mdhjzd>



Trendy in sustainable wood

If you are looking for sustainable promotional **products made of wood** in a trendy design, you will find them at e+m Holzprodukte. An example for use in a sustainable office is Cap, a new FSC® certified beech pen with a handy cap. The cap is available as a colourful eye-catcher in white, light green, orange and ice blue, each matching the customer's CI. The blue writing plug-in refill is replaceable. Individualisation can be applied to the pen by means of printing or laser engraving.

PSI 42200 • e+m Holzprodukte GmbH & Co. KG • Tel +49 9181 297575
 info@em-holzprodukte.de • www.em-holzprodukte.de
<https://www.psiproductfinder.de/mwm2nz>





Ten tools in the palm of your hand

The Kraftform Kompakt 13 from Wera puts into users' hands ten high-quality **assembly tools for screws** and nuts in a tiny space. This tool is particularly easy to store away in a drawer, toolbox or even in your trouser pocket. With its nine slotted, Phillips, Pozidriv and TORX® bits, as well as the time-tested Wera handle in the Kraftform design, this screw tool is certain to be up to all demands. It offers a hard gripping zone for high speed work and soft gripping zones for a firm grasp. The bits are directly pushed into and pulled out of the handle.

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

Writing on the dark side

No colour is so clearly and unmistakably associated with elegance as black. Restrained and noble, it proclaims a self-assured sense of style. With the new BLACKLINE series, uma is presenting its very own excellence initiative: a composition of various uma **writing utensils in black**, which embody the silhouette of consummate beauty in their simplicity. However, elegance is not only apparent in the BLACKLINE look, but also evident when writing. All ballpoint pens write with the reliable uma TEC refill technology.

PSI 41848 • UMA Schreibgeräte Ullmann GmbH
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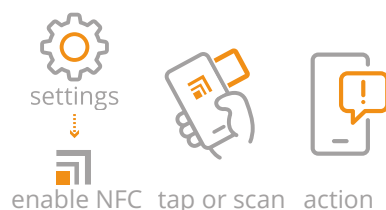


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Clear line

The Stabilo cosmoliner **ballpoint pen** impresses with its straightforward appearance and pure black and white. The pressure ballpoint pen owes its particularly pleasant writing feeling to the high-quality, exchangeable blue X20 refill. The rubberised grip zone with graphic grooves allows a secure and relaxed grip. It is available in the three attractive full-tone variants black, white and black and white from a minimum order quantity of 5,000 pieces.

PSI 43287 • Schwan-STABILO Promotion Products GmbH & Co. KG Tel +49 911 56734-55 (Sales Germany)
Tel +49 911 56734-65 (Intern. Sales) service@stabilo-promotion.com (D) • info@stabilo-promotion.com
(International) • www.stabilo-promotion.com • <https://www.psiproductfinder.de/ndm5m2>



Too beautiful to hide

Upcoming Easter is ideal for making customers and employees happy in a promotionally effective way. The CD-LUX team has brought out a special 80-page catalogue on this topic, brimming with sweet promotional ideas. In it you will find evergreens like the Lindt Gold Bunny in the individual Easter basket, as well as some great new products like the set of **6 mini melt-in-your-mouth chocolate Easter eggs**. The „Easter & Spring 2018“ catalogue is now available.

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



No chance for spy cameras

Trendy, aesthetically pleasing, flexible and easy to use – this is the **handy clip** from Feeo that serves as a camera cover on a laptop. Its most important function is to protect against espionage via the built-in webcam. In addition to this protective function, the imprinted advertising message is permanently in the user's field of vision. This gadget simultaneously transports data security and positive emotions to the recipient.

PSI 45200 • FEEO Poland • Tel +48 669 161997
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Our unrivalled product selection represents the largest range of printed and engraved pens in Europe with over 450 unique lines, including many in-house registered designs. With over 45 million units sold in the last 12 months, we lead the industry in terms of customer service, product innovation, print capability and production time.

Our UK-based print operation offers an unrivalled array of branding options, including direct digital, pad and screen printing, digital transfer, doming and laser engraving. We continually invest in the latest technology to stay at the forefront of a competitive industry.

This is a unique opportunity for a German-speaking sales professional to join a dynamic, forward-thinking company and help spearhead our sales ambitions in Germany. As a trade-only supplier, EUPens.com sells through a network of distributor partners – the successful candidate will need to have a proven track record of servicing German promotional merchandise distributors.

EUPens.com offers a highly-competitive remuneration package and onsite training at our UK premises.

To apply for the role, please send your CV and a cover letter in English to recruitment@eupens.com.



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Am Hauptsitz in **Berlin** suchen wir zum nächstmöglichen Zeitpunkt Persönlichkeiten für den

Vertriebsinnendienst in Vollzeit (m/w)

Zu deinen Aufgaben gehört neben der umfassenden Kundenbetreuung auch die Identifizierung von A-Kunden sowie die strategische Entwicklung deiner Kunden. Auf verschiedenen Messen in Europa wirst du deine Kunden auch persönlich kennen lernen.

Weitere Informationen unter www.brand.it oder +49 30 555 735 999. Wir freuen uns auf deine Bewerbung an jobs@brand.it



Machen Sie mit!

Wir sind seit 1952 erfolgreich im Werbeartikelmarkt tätig. Mit unserem umfangreichen Know-How, solidem Background und innovativem Produkt-Portfolio stellen wir uns den Herausforderungen unserer Kunden. Diese profitieren von unserem Full-Service, individuellen Sonderanfertigungen und tollen Ideen rund um den Werbeartikel.

Zur Festigung und zum Ausbau unseres Wachstums suchen wir:

Disposition-/Procurement-Manager (m/w)

Die Aufgaben:

- Sie betreuen und bearbeiten unsere komplette Auftragsabwicklung mit dem modernen ERP-System Navision.
- Sie kaufen gezielt Produkte und Dienstleistungen ein.
- Sie koordinieren die angeschlossenen Abteilungen Logistik und Konfektion.
- Mit unserem großen Portfolio an Werbeartikeln pflegen Sie eine Produktdatenbank für den Verkauf.

Optimal passen Sie zu uns:

- Sie verfügen über eine qualifizierte Ausbildung und haben Erfahrung im Einkauf/ Auftragsabwicklung, idealerweise aus dem Konsumgüterbereich.
- Sie können kurzfristig eine besondere Affinität zu gegenständlichen Werbeartikeln entwickeln.
- Sie arbeiten gerne im Team, sind erfolgsorientiert und ehrgeizig. Ihre Arbeitsweise ist systematisch und strukturiert.

Wir bieten:

Ein breites Aufgabenspektrum in einem zukunftsweisenden Markt. Unsere Firmen- und Führungskultur ist durch Leistung und gegenseitige Wertschätzung gekennzeichnet. Die Mitarbeit in einem engagierten Team, eine leistungsgerechte Vergütung und intensive Einarbeitung sind selbstverständlich.

Wenn Sie sich hier wiederfinden und Lust auf eine neue Herausforderung haben, senden Sie Ihre aussagekräftige Bewerbung bitte per E-Mail an unsere Personalberatung: personal@dolensky-frank.de

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Werbung
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Wir suchen zum nächstmöglichen Zeitpunkt einen/e

Vertriebsmitarbeiter (w/m) Innendienst in Vollzeit

für unseren Standort Meerbusch/Osterrath

Wir sind seit Jahrzehnten der erfolgreiche Werbemittel- und Fulfillment-Service-Partner unserer Kunden. Von unserem Standort nahe Düsseldorf begleiten wir unsere Kunden als inspirierender Ideengeber und bei der gesamten Werbemittelorganisation. Wir sind überzeugt, dass der Erfolg unserer Bemühungen in hohem Maße von unserer Haltung, Einstellung und den Werten abhängt, die wir gemeinsam leben. Nachhaltigkeit, ethische Verantwortung, Umweltbewusstsein und motivierende Arbeitsbedingungen sind für uns elementare Erfolgsfaktoren.

Ihr Aufgabengebiet:

- selbstständige Bearbeitung von Angeboten und Aufträgen
- eigenständige Betreuung von Stammkunden
- Unterstützung der Vertriebsmitarbeiter bei der Neukundenakquisition
- gute Englischkenntnisse in Wort und Schrift

Das sollten Sie mitbringen:

- erfolgreich abgeschlossene kaufmännische Ausbildung
- mehrjährige Berufserfahrung
- sicherer Umgang mit MS Office bzw. Warenwirtschaftssystem
- ausgeprägte Kommunikationsfähigkeit und Kundenorientierung
- Teamorientierung und positives Denken

Das bieten wir:

- einen abwechslungsreichen und sicheren Arbeitsplatz
- ein gutes Team und wertschätzender Umgang
- selbstständiges Arbeiten
- moderne Software Unterstützung

Wir freuen uns über Ihre Bewerbung unter Angabe Ihrer Gehaltsvorstellung und des frühestmöglichen Eintrittstermin per e-Mail an [Herrn Andreas Pabich](mailto:Herrn.Andreas.Pabich) unter andreas.pabich@wolf-pabich.de



Wolf &
Pabich
WERBEARTIKEL

Wolf & Pabich GmbH • Insterburger Strasse 18-22 • 40670 Meerbusch

Fon: 02159 69 33 33 • www.wolf-pabich.de

Vertriebsassistent im Innendienst

Wir sind ein **international tätiges Unternehmen** im **Bereich Werbeartikel** und suchen zum nächstmöglichen Termin **eine/n Vertriebsassistent/in** für die Auftragsbearbeitung in Vollzeit, 40 Stunden.

Sie sprechen fließend Deutsch und Englisch und der Einkauf von Werbeartikeln, sowie die Verhandlung mit Kunden und Lieferanten gehören bereits zu Ihrem Berufsalltag? Dann könnten dies Ihre zukünftigen Aufgaben sein:

Unterstützung des Vertriebs als Backoffice, von der Kundenanfrage, Produktsuche inkl. der Angebotserstellung und gesamten Auftragsabwicklung bis hin zur Rechnungsstellung.

Sind Sie **teamfähig** und **sicher mit dem PC**, die **Office Programme** gehen Ihnen einfach von der Hand, dann erwartet Sie eine interessante Position in einem netten Team.

Die Stelle ist ab sofort zu besetzen und unbefristet.

Bitte schicken Sie uns Ihre aussagekräftigen

Bewerbungsunterlagen nur per Email:

b.paschke@gkhandelsplan.de

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Ihr Profil:

- Sie haben eine kaufmännische Berufsausbildung.
- Für Sie ist selbstständiges, genaues und schnelles Arbeiten selbstverständlich.
- Sie verfügen über berufliche Erfahrung mit Werbemitteln.

Ihr Aufgabenbereich:

- Betreuung und Unterstützung der Fullservice-Kunden.
- Recherche, Beratung und Konzeption eines CI-gerechten Kundensortiments.
- Angebotserstellung, Auftragsabwicklung, Rechnungsstellung.

Wir bieten Ihnen eine Festanstellung, auch in Teilzeit, in einem jungen und erfolgreichen Unternehmen mit hochmodernem Firmensitz und freundlichem Betriebsklima.

Ihre Bewerbung richten Sie bitte an: jobs@eidex.de

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	Altenburger Spielkarten	073	48295	Relags GmbH 074
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48968	creative production team Michael Bittner	027	44120	Sport Böckmann GmbH Ihr Partner für Sport und Freizeit 033
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42020	mbw® Vertriebsges. mbH	027		
48792	Moleskine B2B Distribution D-A-CH/Scandinavia			
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45974	Multiflower GmbH	059		
40972	PF Concept International BV	002		
46925	Pins & mehr GmbH & Co. KG	019, 074		
42332	Prodir Pagani Pens SA	001		
44724	PROMOWOLSCH - The Customer Factory Wolfgang Schmidt	074		

PSI Journal and PSI Europe – Topic plan 2018

Month	Date of issue	Product topic 1	Product topic 2	Editorial deadline	Ad closing date
January 2018	02.01.2018	New trade show products at PSI 2018		06.11.2017	15.11.2017
February 2018	12.02.2018	Merchandising, Fan articles, Sport	Calendars, Paper, Packaging	15.12.2017	05.01.2018
March 2018	01.03.2018	Luggage, Bags, Leatherware	Textiles, Caps and Accessories	17.01.2018	05.02.2018
April 2018	02.04.2018	Writing instruments, School and Office supplies	Garden, Hobby and Outdoor	16.02.2018	05.03.2018
May 2018	02.05.2018	Sweet and Culinary delights	Plastic products and Give-aways	16.03.2018	05.04.2018
June 2018	01.06.2018	Brand and Design products	Wellness and Health	13.04.2018	07.05.2018
July 2018	02.07.2018	Christmas, Gift sets, Finishing	Dining and Enjoyment	16.05.2018	05.06.2018
August + September 2018	03.09.2018	Ecological and Sustainable products	Cosmetics and Body care	22.06.2018	06.08.2018
October 2018	01.10.2018	Festivals and Events	Knives, Tools and Safety products	17.08.2018	05.09.2018
November 2018	01.11.2018	Household and Living accessories	Fashion, Jewellery and Watches	14.09.2018	05.10.2018
December 2018	03.12.2018	Electronics, Storage media and Digital products	Toys and Plush articles	15.10.2018	05.11.2018
January 2019	02.01.2019	New trade show products at PSI 2019		05.11.2018	15.11.2018

Technical specifications

Editorial product presentations to be sent to: hoechmer@edit-line.de

- Please send all submissions with your company name, PSI number as well as desired issue

- No embedding of graphics and images in Word documents

Text formats DOC, PDF or RTF formats (800 characters including blanks)

Image formats and resolutions EPS, TIF, JPG, PDF in 300 dpi

Product presentations are free, but they cannot be guaranteed.

Print documents (PDF, 300 dpi) to be sent to:

PSI Journal – Anja Heidebüchel

e-mail: printing@reedexpo.de

or via Kösslinger FTP ftp://91.223.141.70

User name: PSI

Password: kikoga29

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Colour

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ISO Coated v2

Moving forward with confidence



Hopefully it will not be as bad as it already is". This bon mot of Karl Valentin, the dyed-in-the-wool Munich comic, perhaps best sums up what has happened in recent months. Luckily, many gloomy prophecies have not materialised: neither the concern that Trump could reverse globalisation and destabilise the global economy, nor the fear that the euro zone and Europe could break apart in the wake of Brexit and boycott measures.

If 2016 was the year of nasty surprises, then 2017 was the year of shocks that failed to materialise. The International Monetary Fund expects global growth of 3.6 per cent – once again significantly more than the 3.2 per cent in the previous year. And our industry grew by 5 per cent in 2017. In the USA it was only 3 per cent. My discussions with the American association have shown that there are basically the same problems there as in Europe. Our activities and initiatives are now seen as role models.

Back to marketing and the comparison with the classic channels? Online is coming of age and is number one. But there is currently also something like a "digital disillusionment". The performance data of the big players such as Facebook, Google & Co. are not verifiable, companies such as Procter and Gamble are reducing their online budgets, and haptic-analogue is suddenly hip among the onlineers who are now opening brick and mortar shops.

So we have no reason to hide in the competition among advertising media and business models.

Best regards

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



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Dressy advertising

The product selection of our next issue highlights the topics "Textiles, Caps and Accessories". The recent PSI 2018 once again confirmed that promotional textiles are quite fashionable and indeed set fashionable trends. This time, an entire hall was the focus of dressy promotional wear. Chic caps and accessories were also paraded on the already legendary catwalk. Here is where the March issue comes in. In addition, there are new products in the segments "Suitcases, Bags, Leather Goods".

Please give some thought to the product themes of the April 2018 issue with the topic groups "Writing Instruments, School and Office Supplies" as well as "Garden, Hobby and Outdoor" and send your product presentations (image and text) not later than 16 February 2018 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de

Impressions, opinions, sentiments

The PSI 2018 once again heralded the start of the European promotional product year with three eventful days in the three-dimensional season. It again became apparent that the three letters of the trade show also stand for Professional, Strong and International. This time even more visitors from all over the world attended. We were out and about in the four exhibition halls with our editorial team, capturing impressions, facts, sentiments and opinions that exemplify the unmistakable panorama of this trade show for the traditionally colourful review in the March issue.



Blossom-fresh promotional ideas



Start-ups such as Interflor24 are a sign of a new generation of young entrepreneurs who are giving the industry a fresh impetus. The young member joined the PSI network with no less a claim than to "revolutionise the promotional product industry with more freshness and vitality". As the name suggests, the company sends flowers and plants with promotional messages that invariably arouse positive feelings.

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Editor-in-chief: Manfred Schlösser

Executive Editor: Ursula Geppert

Editors: Martin Höchemer, Anke Zimmermann, Simon Frauendorfer,
Christian Jacob, Werner Menzel, Christoph Zimmermann

Duty Editor: Martin Höchemer

Head of Publishing: Anja Heibüchel

Advertising Sales Manager: Lars Kessler

Key Accounts

Key Account Manager: Viola Proietti,
viola.proietti@reedexpo.de

Cross Media Sales

Senior Sales Manager: Senija Menzel,
senija.menzel@reedexpo.de

Sales Manager: Karsten Böhme,
karsten.boehme@reedexpo.de

Sales Executive: Julian Coronato,
julian.coronato@reedexpo.de

Regional Contacts

Belgium and France: Reed Exhibitions ISG Belgium and France
Bryan Piscou,
bpiscou@reed-export.fr

Italy: Reed Exhibitions ISG Italy s.r.l.
Luigi Quadrelli,
luigi.quadrelli@reedexpo.it

Spain: GPE S.L.
Olga Pons
Tel.: + 34 93 4244000, gpe@gpexpo.com

Turkey: Istexpo
Ismail Sezen,
ismail@istexpo.com

UK: Reed Exhibitions ISG UK
Daniel Cordock,
daniel.cordock@reedexpo.co.uk

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