

# PS1 EUROPE

**PSI Journal**

International Magazine

For Promotional  
Products

March 2018

Volume 57



## **Offering optimal performance**

Wolf Creemers

Giving Europe

## **Trends & Brands**

Colour trend violet

Renaissance of  
writing culture

## **Product Guide**

Suitcases, bags,

leather goods

Textiles, caps, accessories

## **PF Concept**

Future-oriented

catalogue concept



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## Editorial

# Digitalisation, quality and PR



reparing its members for the future and taking them there is both a task and a reason for being for industry associations. The General Association of the Promotional Product Industry in Germany (GWW) – the Board has just been re-elected (p. 66) – will focus on three topics in the coming election period: digitalisation, quality and public relations.

A working group has been addressing the topic of digitalisation for almost two years and has recently presented its first results. The aim of its activities is to ensure that data flows and data exchange in the industry are in keeping with the times. No easy task, particularly in view of the large number of products, the large number of national and international suppliers, and several thousand distributors and consultants in the market. But what they have got off the ground is by no means insignificant and shows that the industry urgently needs to become even more professional in this respect.

A quality offensive has also been initiated. Here, too, preparatory work has been done for almost a year now. The goal has now been formulated: A seal of quality is to be established to give the industry customer the assurance of legal compliance and sustainability. A quality association is to be created to provide participants with clear competitive advantages in the marketplace.

A third area of GWW work will focus on public relations for the promotional product. "Pro Promotional Product" is the assignment. In the future, influencers and endorsers in politics, the media and society are to be informed about industry interests and the impact of the promotional product. The first step will be to create a professional database so that information can be sent directly to addressees in the future. A respective working group is currently being formed.

Three topics, each of which is a considerable challenge when you consider that all the work has to be done voluntarily. Necessary expenses for technical support, external consulting and media services will be covered in the budget. In addition, all this must be done in addition to the day-to-day work of a general association. For this reason, I would like to pass on the request of the GWW that as many as possible take part in the work and even more companies than before join the association – the advantage within this community is guaranteed.

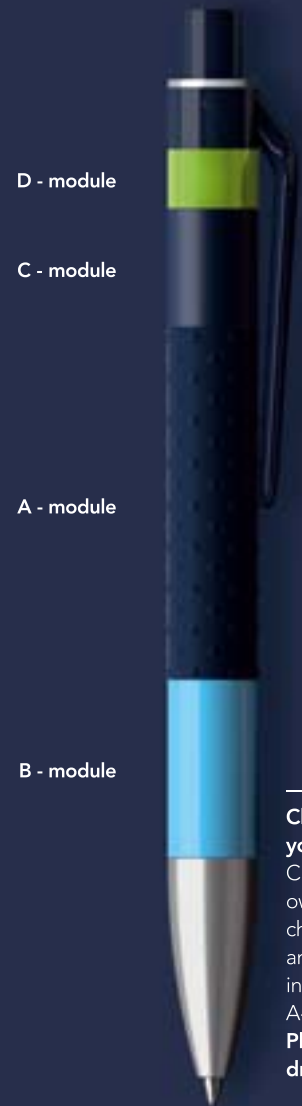
With this in mind

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

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

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## PSI 2018:

### Innovation and Inspiration

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Presenting promotional products as a lifestyle – this is what characterises the PSI. Also in its 56th edition. “In many areas, we are observing a kind of haptic revolution”, was one of the concluding assertions of PSI Managing Director Michael Freter. In a comprehensive “PSI 2018 Special”, we gathered impressions and sentiments, fresh ideas and innovations from the leading European trade show for the promotional product industry.

## GWG: The future in mind

66



On 1 February, the GWG (German association of the promotional product industry) welcomed guests to its annual general meeting in Hanau. In addition to the association's internal topics as well as new board elections, the results of the various working groups were on the agenda.

## PF Concept: New catalogue concept

84

PF Concept was one of the larger exhibitors at PSI 2018. However, the promotional product specialist not only had more than 200 new products in its portfolio, but also a future-oriented catalogue concept. We introduce the multi-part concept here.



## “Optimal Performance”

86

Since 1 December 2017, Wolf Creemers has been the new managing director of the Dutch promotional product supplier Giving Europe, succeeding Stef van der Velde. Wolf Creemers talked to us about his motivations to go to Giving Europe and about the future of the company and the industry.



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The colour company Pantone has spoken. The “colour of the year” 2018 is ultraviolet. And not just any violet, but, as the colour institute itself explains on its website [pantone.com](http://pantone.com), a “dramatically provocative and thoughtful violet tone that communicates originality, ingenuity and visionary thinking”. From a marketing perspective, the colour violet is quite interesting, says 99designs, a globally operating online marketplace for graphic design. For example, we associate violet with creativity, individuality, luxury, magic and even elegance. According to 99designs, we have no real negative associations with violet.



The PSI has also set one or the other violet accent – and at the same time also presented a novelty: a bottle made of silicone that is the size of a waistcoat pocket when it is empty. In terms of colour, the exhibitors at PSI immediately took up another creative trend of the year 2018. According to Shutterstock's "Creative Trends Report", vibrant pastel colours are trendy.



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# Renaissance of writing culture

Handwriting is in. Mega in. Not only is calligraphy experiencing a true renaissance. New trends are also booming – whether it be ‘handlettering’, the art of writing words beautifully, ‘sketching’, creating visual notes, or ‘bullet journaling’, a mixture of handwritten and outlined to-do lists, notebook and diary. All of them have in common the minimalism of the materials needed: pen and notebook. The PSI 2018 also offered plenty of high-quality product ideas. Showcasing promotional products as a lifestyle – this attribute once again made the PSI so special this year.





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Textiles have been one of the fastest-growing product segments at the PSI for years. This year, Hall 10 was one of the highlights of the trade show as an impressive hotspot of promotional fashion and accessories. Chic collections and rousing shows, as well as a wealth of information about finishing and using promotional textiles, set the scene of the hall.



Once again a great experience: The PSI CATWALK really enhanced the promotion wear.

**A**t the PSI 2018, more than 200 exhibitors presented their latest products which now extend far beyond shirts, caps, scarves, ties and the like. In addition, there was a comprehensive programme that presented all conceivable finishing options on newly designed special areas and provided extensive background information. Another focal point was sustainable production and processing in the textile sector. The already traditional PSI CATWALK with professional shows and endearing models rounded off the spectacular trade show staging of promotional textiles.

#### Trends and possibilities

With a significantly expanded range of textiles, Europe's leading trade show for the promotional product industry has highlighted the huge spectrum of this up-and-coming product segment. The promotional product industry is benefiting from all the new and popular trends that are creating the fast-paced, creative fashion industry in record

## Hall 10 as fashion centre of the promotional product industry

# Textile worlds of experience





time. The hall folding plan with appropriate pictograms provides visitors a quick overview of PSI's range of textiles, enabling them to embark on the new "Textile Discovery Tour" with new presentation and information formats. In addition, there was information in the exhibition catalogue and on the PSI website. This way, the distributor was able to locate the desired suppliers by the shortest route and was also provided with information about the most important programme highlights. For example, the Walk of Cotton celebrated its premiere, offering a digression about everything worth knowing about cotton.

### Triumphant march of cotton

Along a cotton trail on one of the numerous special areas, Rainer Schlatmann, editor of the Bremen Cotton Exchange, talked about the triumphant march of this plant which accompanies us daily in our clothing: "The stages of growth and the different qualities of cotton from different countries and the long way from the seedling to the finished T-shirt are shown", summarises the expert in a nutshell. The Walk of Cotton tells the story about the cotton plant, a renewable and biodegradable raw material. Thanks to enhanced cultivation methods, the yield has almost tripled in the same area since the 1950s. "However, the cultivated area has not increased worldwide for almost 70 years," says Schlatmann. However, the demands on fibre quality have increased: "Specific strength, colour, fineness and uniformity are just a few of the parameters demanded by the textile industry," says the expert, who emphasises the high quality of Egypt's long-fibre Giza cotton as well as Pima cotton from USA, which yield very fine yarns. In this context, it is essential that seed research and agriculture always ensure that this natural product is grown according to the growing demands. Besides Egypt and the USA, India, China, Pakistan, Brazil, Uzbekistan, Turkey, Australia, Turkmenistan and Burkina Faso are among the most important cultivation regions in the world. Cotton production employs around 250 million people in 80 countries worldwide each year.

### Practice forum on Fair Trade and Fair Wear

Directly on the Walk of Cotton area, experts including Rainer Schlatmann, Lina Pfeifer (Global Organic Textile Standard, GOTS), Birgit Jussen of Quality Matters and Heike Hess of the International Association of the Natural Textile Industry provided information about the entire cotton supply chain in lectures and workshops. In addition to agricultural cultivation methods and environmental protection, sustainability with aspects of social action such as fair working conditions and fair wages has also been a focal point: "More recently, the textile industry has changed its attitude towards sustainability, along with a trend towards higher quality products. Here we

would like to impart textile know-how that enables the promotional product distributor to competently sell Fair Wear accordingly," sums up Stefan Roller-Aßfalg, head of the Academy for Textile Finishing and cooperation partner of the PSI. "In terms of sustainability, especially in the field of promotional textiles, plenty of missionary work is still necessary to make customers even more aware of the topic," adds the textile expert. Rainer Schlatmann has already made significant progress at the PSI: "Of course, the market also demands transparency and traceability. It is interesting that here at the PSI we talk intensively about the topic of sustainability, also in the promotional product sector as a whole, which is very pleasing," said the editor of the Bremen Cotton Exchange about the slight increase in sustainability awareness within the promotional textile industry. According to Stefan Roller-Aßfalg, however, the textile industry is generally much further ahead in terms of sustainability.

### Diverse: Huge array of products

The wide range of promotional textiles was concentrated in the Textile Area in Hall 10. Exhibitors including spTriuso, ApparelScout, Wille, Aglika Trade, Printfield, Dogibear Promotions, ABER Textil+Design and Sport Böckmann presented their assortment here – with many interesting variations and new products: "We mainly focus on functional clothing that can be ordered from stock, as well as customised productions labelled by partners," says Kristian Kremin, Head of Product Development & Sales at Fifty Five. "My favourite products in the range at present are the extremely lightweight, super thin, almost transparent, waterproof and perfectly stowable raincoats available in orange, green and black," says Kremin on the latest new product in the portfolio. Falk & Ross was pleased about the enormous interest in refined shoes of its own SG brand: "The self-produced SGT line is brand new, specially prepared for individual direct finishing by digital or transfer printing as well as by embroidery on the textile surface", says René Weiß, Head of Sales Germany and Switzerland at Falk & Ross. "Here at the PSI, we are also showcasing our new collection of naked shirts, Tribel and V-neck shirts and the latest style of baseball shirts with three-quarter sleeves," adds Didier Collignon, Group Chief Sales Officer. Here and of course also at industry icons such as Gustav Däiber, Lynka, Tee Jays, Karlowsky Fashion, Halfar



**Kristin Kremin,**  
**Fifty Five**



**Rainer Schlatmann,**  
**Bremer Baumwollbörse**



**Didier Collignon,**  
**Falk & Ross**



**Christian Schink,**  
**Cameo Laser**



System, FARE, Club Cawatte, Matterhorn, Araco International and PF Concept, the customer was king in his search for new products as well as proven textile classics, and he received optimal advice.

### Creative: Individual finishing options



Jan Hebbecker,  
Hebbecker



Jens Zeuke, Madeira

Only through finishing does a textile become a promotional product. Reason enough for the initiators of the PSI to give the various finishing processes a major role in the trade show programme in 2018 – with great success. At the five practice islands of printing machine manufacturers, users and finishing experts demonstrated to numerous interested parties how diverse the possibilities of individualisation on textiles are. During live demonstrations, it was explained how motifs and fonts are applied to textiles. Maprom and Hebbecker, for example, demonstrated the individual steps of the finishing process at their screen printing island. Jan Heb-

becker, Technical Manager of screen printing machine manufacturer Hebbecker: “In the carousel printing process, the substrates supplied by the customer are finished in multiple colours, whereby our main business is printing T-shirts,” says Hebbecker, who together with Charlie Taublieb had his hands full implementing the finished give-aways with glamorous puckered lips at the stand.

### Embroidery: high quality and durable

At the embroidery practice island, ZSK Stickmaschinen, Melco International, Madeira Stickgarne and Männel Textile Kennzeichnungen demonstrated just how an embroidery machine works, what role yarns and software play, and how individual motifs are applied to textiles. The different qualities and the variety of yarns play a key role here: “Polyester threads and viscose threads have a very different expressiveness in terms of appearance: Viscose impresses with a very high colour brilliance and brings great vibrancy to the embroidery, whereas polyester threads have the big advantage of being particularly durable and are used wherever garments must withstand frequent washing and wearing,” explains Jens Zeuke, Sales Manager of Madeira. Not only logos and slogans, but also detailed motifs can be implemented: “The embroidery has the look of a high-quality print and allows the implementation of tiny details, all based on a graphically feasible template submitted by the customer,” says Zeuke.



### Economical: laser or transfer printing

At the island for laser marking, Cameo Laser and Trotec prove that the advantages lie above all in cost effectiveness: "Particularly denim fabric, softshell and fleece can be excellently finished by laser. Moreover, a consistent, elegant impression can be achieved here in the direct procedure without expendable materials, tools or reworking," explains Christian Schink, specialist consultant for laser technology at Cameo Laser. No questions remained unanswered at the practice island for transfer printing: Mimaki presented its roller sublimation printer developed for the cost-effective production of high-quality textile applications, ideal for high-quality transfer paper sublimation printing of small series, and used for fashion applications, sportswear and swimwear as well as shoes. In this printing process, the dye is evaporated in the substrate, usually synthetic fibres, and sublimated, for which transfer papers and films as well as special inks are used. In addition to the sublimation process for photorealistic print motifs, IVM SignTex demonstrated how the processing of flock and flex materials works and explained the use of plotter and print and cut technologies: "With relatively little effort using a plotter to cut the vinyl, flex or flock film, and a transfer press, individual pieces and small print runs can be produced, and textiles made of cotton and polyester blends can be finished quickly and easily", summarises Marius Malewski, application technology consultant

at IVM. Thanks to innovative digital printing technologies, individual pieces and small print runs are now possible in the production. Finally, at the fifth practice island, Kornit Europe explained about modern inkjet presses and showed how mass customisation can be implemented in digital printing.

### PSI CATWALK: spectacle and relaxation

Long distances and tired feet are a side effect of major, attractive trade shows like the PSI. The daily workload for PSI visitors on their search for the many needles in the creatively staged advertising haystack is intensive. Accordingly, a break at the always well-attended CATWALK in Hall 10 was always welcome. The PSI CATWALK offered a perfect staging with wonderful choreography. Four times a day, professional female and male models presented stylish fashion and accessories from textile exhibitors, including the textile highlights of Gustav Daiber, Club Cawatte, Matterhorn, Araco International, Falk & Ross, Lynka, Tee Jays, Karlowsky Fashion, Halfar System, FARE, Fifty Five and PF Concept. But not only casual scarves, functionally and fashionably outstanding tops and creatively designed socks found the elegant and sporty way into the heart of the customers, but also humorously presented workwear and safety clothing.



**Stefan Roller-Abfalg,**  
Akademie für  
Textilveredelung



**Marius Malewski, IVM**



At the practice islands experts demonstrated how diverse the possibilities of individualisation on textiles are.



**Folker Stachetzki, Graphic Designer & Marketing Brother**

### Highly frequented performance

Everything is running very smoothly here. Here at the Falk & Ross stand we are printing the new shoe collection of our stand partner – with the help of our specially designed digital printing system. In a practical example, we show what is possible in this area. Footwear printing is still a relatively young market, but it is growing extremely fast because the margin is very high. A few years ago, there were only two manufacturers who followed this trend, but currently there are around ten. We can print on any materials that absorb water-based ink. As we dry using heat, however, the material must withstand a temperature of 160 degrees Celsius. In addition to textiles, leather is also suitable. We already had plenty of visitors on the first day of the trade show, so we can be very satisfied with our trade show presentation.“

**Harald Nonn, Key Account Manager Epson**

### Flexible thanks to direct printing

Direct printing is an inkjet-based solution that prints colour images, including a white underprint on coloured shirts, directly onto a cotton fabric. The minimum cotton content should be 50 per cent. The higher the cotton content, the higher the print quality. But this also depends on how much white ink is underprinted and how much colour ink is applied to the shirt. Such a print usually lasts up to 30 washes, depending on the intended use of the shirt. The price ultimately depends on the ink required for the desired job. The advantages of this printing process: It is possible to print directly on the fabric, white shirts can be directly processed without pre-treatment, and coloured shirts are also printable in colour after pre-treatment with white ink. And all this without relying on a screen. Therefore, we are considerably faster and more flexible.



**Sabrina Samoa Krobath, Managing Director, Samoa**  
**Sustainability is a megatrend**

We offer rain ponchos in various designs and are here showing new models as well as various carrier bags made from fully biodegradable, certified genetically unmodified corn starch. We are very satisfied with the course of the trade show so far and would have liked to have more staff here at the stand. It is quite noticeable that the trend is heading towards sustainable, biodegradable promotional products.





**Ivana Zulj Knezevic, Director, Umbra Design**

### Focus on quality products

Our focus is not on mass production, but rather on quality and textiles which we would also like to wear. Therefore, you cannot reduce everything to the price. Advertising should be appreciated and may well cost a few cents more because it is worth it. Then you have long-lasting, high-quality products that the customer can wear for several years. We produce in the EU, specifically in Croatia. I have been at the PSI for 15 years and know that the first day of the trade show is not the benchmark. After a moderate number of visitors in the morning, we suddenly had a rush of customers until the evening, with many German as well as Scandinavian customers. All in all, everything is fine.

**Patrick Polaniok, Managing Director, Alta Seta**

### New trade show concept

After greeting many existing customers in the morning, we also had many new customers at our stand later on. Our new trade show concept attracted a lot of visitors. Among our new customers were also many Dutch who showed great potential. In view of the good customer quality, our participation was a complete success. What we have noticed is that visitors are much more relaxed than in previous years and spend more time seeking advice. In addition to tried-and-tested items such as ties, scarves and shawls, we have recently added Hammam bathroom textiles to our assortment, perfect for promoting wellness topics such as relaxation and slowing down.



**David Johansson, Managing Director, Tailor**

### Sustainable business apparel

The latest highlight in our portfolio is the new suits in black, grey and navy, made of recycled polyester, an absolutely sustainable product for men and women. We are very satisfied with the PSI. We already had more than 100 customers at our stand on the first day of the trade show, a good mix of German and international visitors.

From a purely grammatical perspective, there is no comparative term for the adjective “international”. Not so in the promotional product industry where the comparative form is PSI. After all, the PSI once again increased its internationality this year, to 58 per cent.



## PSI 2018 increases internationality

# Boundless promotional products

**F**ilm premieres traditionally feature a red carpet. When you come to the PSI, you enter the trade show halls – at least via the North Entrance – on a carpet of a special kind: visitors are welcomed in ten languages. And that was just a sample of what could be heard in the hallways and at the stands in four halls. This comes as no surprise considering that over half of the visitors,

more precisely 58 per cent, came from abroad. One in seven actually came from overseas. Whether from Europe, Africa, Asia or the USA: For promotional product distributors, consultants and agency employees, the PSI is the first big must-attend event of the year to take home fresh ideas, new contacts and partnerships for their own market. And for some, this meant travelling a very long distance. Just under 20 hours of pure driving time for a



1,700-kilometre trip by car from the Byelorussian capital Minsk to Düsseldorf or 13 hours flying time for 9,390 kilometres as the crow flies between Pailles on the isle of Mauritius and the metropolis of North Rhine-Westphalia – the PSI called and visitors from all over the world came to meet international suppliers under one roof. Thus, the 56th edition of the leading European trade show for the promotional product industry presented itself as a truly global meeting place and proved once again that the promotional product is truly international and unites nations. Nearly 90 countries flew their flags in Düsseldorf and made the trade show the centre of the promotional product world for three days. Thus, the PSI not only set a new record, but also set noticeable accents for a dynamic start to the new financial year. 17,342 visitors came to the North Rhine-Westphalian state capital. This number was almost unchanged from the high level of the previous year (18,094 visitors were registered in 2017).

### Poland and the Netherlands were again especially strong

The sea of flags of the manufacturers and suppliers was also colourful: 925 exhibitors from 37 nations presented their product diversity. Promotional product companies from Poland (82), the Netherlands (75), Turkey (56) and Italy (41) were once again strongly represented. The list of top ten countries complimented exhibitors from Spain, UK, Austria, France, Belgium and Sweden. In addition to the diversity of the countries of origin (far beyond Europe), the range of exhibitors – from large importers and full-line producers, as well as well-known brands which have enriched the PSI for years, to small niche suppliers who exhibited in Düsseldorf for the first time – was pleasing. Collectively, they all wanted to take advantage of the opportunities offered by the PSI Trade Show as Europe's leading showcase: to open up promotional product markets



The reception of the British industry service provider Sourcing City saw a lot of laughing faces. The PSI 2018 was a great opportunity to exchange information in an informal and very cheerful setting.

to wider audiences in the advertising industry. In doing so, distributors play an essential role.

### Even associations flew their flag

Providing opportunities to open up promotional product markets to wider audiences in the advertising industry was also the central aim of the numerous international associations. It was no coincidence that the nations from the list of top ten exhibitor countries were among them. As usual, they presented themselves as one and the same, side-by-side on a joint stand within the International Area which has become an integral part of the PSI. After a year in Hall 11, this was moved back into Hall 9 at this PSI. On the special area, visitors met representatives of the industry associations from Belgium

(BAPP), the Netherlands (PPP) and Poland (PIAP). The IAPP and the IPSA Trade Show, the largest promotional product event in Russia, which has been cooperating with the PSI for four years, also participated. As a global alliance of companies, the IPPAG (International Partnership for Premiums & Gifts) was also present at the International Area. The organization boasts members from Australia, Dubai, India, Mauritius, Mexico, New Zealand, the Philippines, Singapore, South Korea, USA as

Top 10 of the international exhibitors (countries):	
Country	Number of exhibitors
Poland	82
Netherlands	75
Turkey	56
Italy	41
Spain	27
United Kingdom	26
Austria	23
France	21
Belgium	19
Sweden	18

Top 10 of the international visitors (countries):	
Country	Number of entries
Netherlands	1.483
Belgium	699
Austria	593
Italy	586
Switzerland	494
United Kingdom	462
France	413
Spain	401
Sweden	385
Czech Republic	353



BAPP CEO Erich Cormann



BAPP president Michel Deboudt

The Belgian industry association BAPP invited guests to the first “Belgian Night” and many compatriots accepted the invitation. Within the PSI After Work Party Zone, friends and business partners met for a happy get-together with delicious drinks and culinary delicacies. During the celebratory part of the evening, BAPP CEO Erich Cormann welcomed all guests. The ceremonial occasion was the presentation of the “Product Media Advisor of the Year 2017 Awards”. For the third time, this prize, initiated by the magazine Promo-Biss and BAPP, has been awarded and has been divided into two categories this year: the Product Media Advisor of the Year Award “classique” and – as a premiere – the Product Media Advisor Challengers of the Year. The “Classic Award” went to Pasco Gifts (gold), Gemaco (silver), Pronel and Van Bavel Enjoy Giving (bronze). The newly created Challenger Award went to Magnus Business Gifts (gold), Sky-O (silver) and Amahé and Square Nuts (bronze).

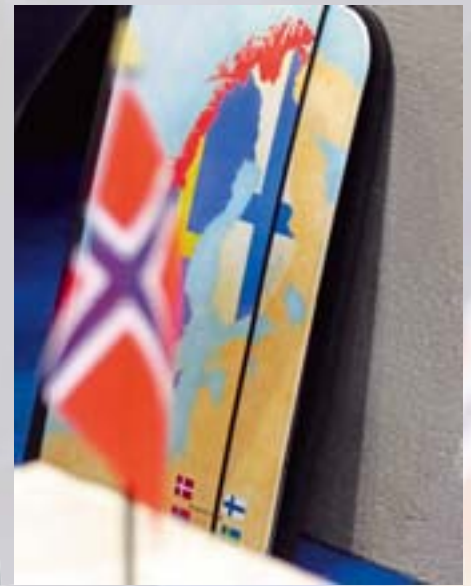
well as numerous European members. Within the International Area, the Ukrainian industry association AVIR-SU and a whole range of Spanish representatives also participated. In addition to the industry association FYVAR, the association of promotional product importers, distributors and manufacturers (aimfap) and IFEMA Feria de Madrid, the leading trade show venue in Spain’s capital, were also represented.



### More than just International Area

International presence was by no means limited to the International Area. ScandiBase, traditionally home to the Scandinavian representatives, also participated directly next to the special area. In addition to the Swedish industry association S.B.P.R., Promotionmässan from Stockholm was also represented. This was joined by the trade shows PWA from Helsinki and MYVENDO from Denmark. An integral part of ScandiBase was, of course, once again industry icon Klaus Beyer – a well-known expert on the Scandinavian promotional product market through his many years of trade show experience in this area. PromoAlliance, which was joined six years ago by the American industry service provider ASI (Advertising Specialty Institute), the British service provider Sourcing City and the PSI, has always been a competent partner. Beyond Hall 9, further international meeting points could be found in Hall 12. Once again this year, the British industry association BPMA together with exhibitors from the United Kingdom formed the UK Pavilion. The PromZ Pavilion is already legendary. The absolute magnet in 2018 was once again the Holland Bar which enjoys cult status.





### View over the Atlantic

Timothy Andrews, President and CEO of Advertising Specialty Institute (ASI), gave an interesting insight into the US promotional product market at the opening press conference. For the past fiscal year, ASI expects revenues of \$ 22.9 billion, an increase of around three per cent over the previous year. Textiles, especially T-shirts and caps, lead the rankings of the top sellers. Virtual reality products are also very popular with American recipients, however, which certainly has something to do with the fact that students in the USA are a key target group. An interesting market for promotional products is also the health-care sector. The legalisation of marijuana in some US states would, according to Timothy Andrews, open up new markets. Sustainable products are increasingly in demand in the land of opportunity, even though the USA, the ASI president unequivocally acknowledged, still lags far behind Europe in terms of eco-friendly products. However, this aspect is becoming increasingly important. More and more people look at the entire value-added chain, which should be understandable. "Millennials are very open-minded when it comes to promotional products, but they are also sensitive when it comes to adhering to ecological and social standards," says Timothy Andrews. Young Americans are thus following a mega-trend that has left a lasting impression on the image of this year's PSI in the truest sense of the word. As already said: The promotional product is international and unites nations. <



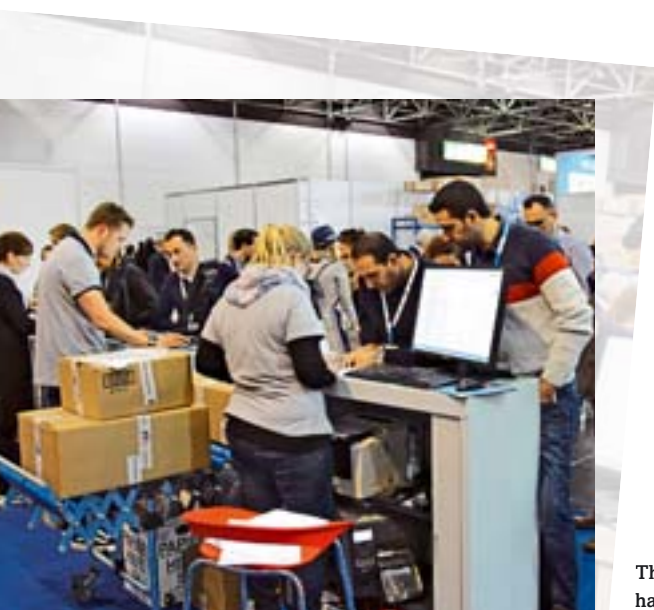
There were overwhelmingly cheerful faces at the reception of the British Promotional Merchandise Association (bpma). Host Gordon Glenister (r.), Director General of bpma, and bpma Chairman Graeme Smith (l.) welcomed numerous friends and business partners, including PSI Managing Director Michael Freter. The promotional product year 2018 started in a relaxed atmosphere with a perfectly poured beer or a lovely glass of wine.


**Xindao**


Meeting for a chat at the Xindao stand  
(left to right): Viola Proietti, Albert van  
der Veen, Michael Freter.

## Spirited start to the advertising year

As a reliable supplier of exceptional and contemporary promotional products, Xindao has been successful in the market for more than 25 years – and a loyal exhibitor at the PSI. As a mecca for the European specialist trade, the PSI has always ensured the internationally oriented Dutch supplier a welcome and spirited start to the financial year. The Chinese name of the company has many meanings in the local language, but for Xindao itself, the translation “New Direction” expresses the Dutch philosophy best. And every year at the PSI, it positions itself anew on the path to a promotionally effective three-dimensional future. Of course, the once-a-year, elaborately designed stand also serves to cultivate long-term customer relations. Therefore, the importance of a social get-together is not neglected when they informally meet in the evening after the intense days of the trade show to chat about this and that, detached from the daily business. PSI Managing Director, Michael Freter, and PSI Key Account Manager, Viola Proietti, also chatted with Xindao Managing Director, Albert van der Veen, at the hospitable Xindao stand. [www.xindao.com](http://www.xindao.com)



The team of the ztv dispatch station again had their hands full coping with the rush.


**ztv**

## Collect and send

In the truest sense of the word, the PSI dispatch station once again ensured a care-free walk around the trade show this year. In Hall 9, the contact point of the PSI cooperation partner and logistics expert ztv from Krefeld was again set up to relieve trade show visitors of the items they had collected. The team of the ztv dispatch station again had their hands full coping with the rush. However, as already proven at past trade shows, packaging and shipping of product samples and catalogues ran like clockwork thanks to professional coordination. There is no easier or more convenient way to send items collected at the trade show to the offices of promotional product professionals (and thanks to special conditions also no cheaper way). [www.ztv-logistik.de](http://www.ztv-logistik.de)





## 90 years young

This is hard to believe because the company always appears with an innovative collection of promotional products: Lensen Toppoint, the Dutch specialist for haptic advertising, is celebrating its 90th anniversary in 2018 – and as a popular, regular guest at the PSI it has started its anniversary year with an impressive appearance. Since 1928, the company from Bergentheim has been operating in the dynamic international market with its own constantly renewed strategy, supplying the advertising industry with ever new creations of eye-catching products. With its own trading and production facilities in the Netherlands, Germany and Poland, Lensen Toppoint has become a leading supplier of promotional products and writing instruments to the European market (since 2002 as part of the Swedish listed New Wave Group) over the years. As a reliable distributor, the Dutch again offered their outstanding “fragrance brands” in the form of a balanced and sustainable collection and specific service at the most recent PSI. **www.toppoint.com**

**Lensen  
Toppoint**



Lensen Toppoint again made an impressive appearance at the PSI in its anniversary year.

**ISZ pro-  
motional  
product  
segment**



Group photo with lady and good spirits (left to right): Daniel Jeschonowski (Senator), Oliver Leykam (Staedtler), Klaus Broghammer (Schneider), Dirk Peppmüller (Faber Castell), Christiane Wellner (Schwan STABILO), Xavier Canton (burger pen) and Manfred Meller (Managing Director of ISZ).

## Informal exchange

The ballpoint pen is a classic and evergreen alike, almost a pars pro toto for the promotional product. However, the PSI often bears witness to the fact that it is reinvented over and over again. Almost all of the world's leading writing instrument specialists are represented here. As in previous years, the representatives of the “Promotional Product” segment at ISZ took the opportunity of their joint presence to meet at the trade show for an informal exchange. This “summit meeting” took place in front of the stand of the host burger swiss pen, which displays the silhouette of Mont Blanc. The meeting centred around the current development of promotional writing instruments – and of course also served as a get-together of the partners who applaud each other's successes.





**CHOICE**

At the CHOICE joint stand: colourful and exciting new products



Champagne reception at the joint stand: Frank Schreiner (3rd from the left) of JCK Holding welcomes guests of the CHOICE family to the social gathering.



## The Art of Success

The group of six suppliers including Gustav Daiber, Fare, Halfar, Karlowsky Fashion, mbw and SND, which is partnered under the aegis of JCK Holding and the already well-known CHOICE label, made their joint presentation at the PSI under the catchy and comprehensible motto "The Art of Success!". As was already served as a "foretaste" at the preview last November, everyone was able to see and test out the colourful and exciting new products with great potential for success at the joint stand. The "New Products" catalogue created especially for this purpose by the CHOICE affiliates with a wealth of fashionable and sporty promotional textiles from Daiber, high-quality branded clothing for the hospitality and hotel industry from Karlowsky Fashion, functionally and creatively appealing products associated with the umbrella (Fare Schirmwerk), promotional ceramics (SND Porzellan Manufaktur), bags (Halfar) and likeable promotional products with charm (mbw) was very well received by the distributors. As always, the partners' guests were well taken care of with delicacies and refreshments.

Also at the PSI 2018, CHOICE hosted a traditional sparkling wine reception at the stand at the end of the second day of the trade show, followed by the so-called "CHOICE Family Evening" dinner together with guests. With inspiring discussions and a hearty cuisine, the Düsseldorf brewery restaurant "Zum Schiffchen" was chosen this time as the venue for the closing day.



After a busy and successful day at the trade show, it is a great way to celebrate.



## Tailor – Premiere at the PSI 2018

The PSI 2018 was a resounding success for Klio-Eterna Schreibgeräte GmbH & Co KG. After a one-year break, the management and staff of the writing instrument manufacturer from the Black Forest were delighted to receive a great deal of positive feedback and have lots of visitors on three exciting days. With a fresh design and a modern “outfit”, the long-established company presented itself to the specialist audience in 2018 with a bright, inviting trade show stand and offered a host of new products and highlights for customers and visitors alike. Particularly in demand among the international audience were the new products in 2018 – above all the “Tailor” as well as the “Snooker” and “Tecto” turned out to be true crowd-pullers. However, the icing on the cake for the writing experts on their return to the PSI was to participate in the PSI FIRST competition. For the first time in almost 120 years of company history, Klio-Eterna presented a completely new product with its special writing instrument “Tailor”, which celebrated its premiere at the trade show. Individuality takes on a new dimension with “Tailor”. Shaping, design, positioning of printing surfaces, colouring, materials and finishing can be defined and configured within the scope of technical possibilities. Customer-specific structures, such as a logo or trademark, are embossed into the surface of the pen and made visible and tangible. Colours, surfaces, materials and finishing techniques add an extra personal touch. Thus, in a very special way, a completely individual writing instrument is created at the price of a standard product. [www.klio.com](http://www.klio.com)



**Maren Vargel, Multiflower**

### Lots of stand visitors

We have been full of praise from the very first day, with lots of visitors at our stand until 4 pm. Experience has shown, however, that the second day of the trade show is the most important one for us. So far, all our new products have been well received – which we are very pleased about because we constantly develop our products with a great deal of passion. Last year, we generated five major contracts through the PSI. At the moment, I'm quite optimistic. Let's see what surprises the last day has in store for us.



**Klio-  
Eterna**

The second edition of the Industry Customer Day, which was eagerly awaited at its premiere, was much more low-key. Although there were still critical and even negative reactions, the exhibiting manufacturers and suppliers experienced a noticeably more professional “handling” of the end customers.

## Industry Customer Day 2018

# Challenges accepted



**L**ike all industries, the world of representational advertising is changing as well. Changing framework conditions create new requirements that the promotional product industry cannot ignore. Anyone who simply reacts may be too late. It is necessary to be proactive, but not simply for the sake of taking the initiative. In this context, PSI's decision to provide industry customers with access to the trade show was a visionary decision to accept the challenges of the future and tap into further potential for the three-dimensional form of advertising.

### Better prepared

What is already common practice at a smaller, regional level (GWW Newsweek, roadshows, in-house trade shows) also works at a large industry event such as the PSI, the leading trade show and showcase for the European promotional product industry. This was demonstrated at the first Industry Customer Day last year, despite some teething problems. Although the organisers recorded fewer industry customers this time, handling this situation has already normalised somewhat and become more profes-





Counters where participating distributors awaited their industry customers were placed directly in the entrance area and in the gallery of Hall 9 and at the East Entrance.



sional. The Industry Customer Day was much more low-key this time, which was probably due to the fact that many consultants and distributors were better prepared to talk to their suppliers and customers. The vast majority of suppliers were also well prepared for the third day.

### Targeted guide

As in the previous year, distributor counters were located in the north and east entrance areas to offer contact and presentation opportunities for industry customers. Other promotional product consultants also chose the option of welcoming their customers directly in the entrance area before starting a “guided” tour of the trade show. Overall, it was noticeable that inviting distributors this time went about their work more thoroughly by taking their customers “by the hand” or indicating specific points of contact to them when walking through the trade show so they would not get lost in the vast multisensory advertising potentials or lose sight of the essentials.

### Retaining customers sustainably

An example of this is the company S+P Werbeartikel, whose Managing Director Daniel Meffert reports: “The response to our invitations was very good. Although we had fewer customers this year, the quality has increased. As we are based in the neighbourhood, the PSI was also a welcome ‘home game’. Where else than here can we

give our customers a better understanding of the promotional product – its scope, its effectiveness, its qualities and its price – and allow their and our professionalism to unfold? Together with our customers, we develop ideas on the spot. We again had very nice conversations with the big players of the industry. This day is always linked with gaining advisory competence for us and therefore also serves as a lasting customer loyalty measure. It pays to present yourself here as a service provider of the promotional product, to highlight your service philosophy and to inspire customers to use haptic advertising over the long term. This is proven by the very positive reactions after the trade show. We are once again very satisfied! One minor criticism: The digital messaging system dMAS worked better but, based on our experience, it is still in need of optimisation.”

### Highlighting service competence

Ralf Hesse, Managing Director of m.e.s Marketing Services, received fewer registrations for industry customers this year, but pointed out the importance of keeping in contact with key customers as well as the opportunity to make new customer contacts and, as a distributor, to show at the PSI that the industry is more than just “the colourful advertising world”. “The consulting and service competence of the professional distributor is necessary to gather new ideas for effective marketing campaigns together with his customers,” says Hesse, who still sees the need

to optimise the Industry Customer Day to be able to meet the interests of everyone. "This requires further dialogue between trade show participants and organisers." Hans-Joachim Evers of Evers Werbemittel also sees the need for organisational improvement, both in the positioning of the counters and dMAS, which still posed problems with the transmission of information. As for the Industry Customer Day, Evers would have liked a greater response for the effort made. However, he also welcomed many important customers in person.

### Impressive potential

One key point that certainly favours the Industry Customer Day is the extraordinary impressions that visitors and marketing decision-makers from advertising companies



Daniel Meffert,  
S+P Werbeartikel

receive here. Nowhere else does the industry appear more international, more structured and visually more professional than here in Düsseldorf: Impressive and imaginative stand presentations, clearly structured themed areas, imaginative promotions and a trade show organiser that creates a showpiece like no other thanks to its numerous services and offers. This offers the best prerequisites to make the end customer aware of the potential of haptic advertising. And many distributors who move with the times have seized these opportunities, especially to point out that special highlight among this diversity.

### Visibly changing in all areas

Hans Thiele, managing partner of top display International GmbH from Hamburg, takes the time to gain a comprehensive impression, which we present here as an example of similarly professional approaches: "The PSI Trade Show is visibly changing in all areas. Seemingly declining numbers of exhibitors and visitors on the one hand and significantly reduced product presentations in favour of more professionalism and fewer product introductions were the first impressions that have been confirmed in many places over the course of the three days for us and our industry customers. The overall sentiment was positive. The nature and extent of promotions in the aisles and at the stands was noticeably restrained. The result was much lesser hustle and bustle. This enabled talks to be conducted to a close in peace. Key talking points were sustainability, technical products and the further development of writing instruments."



Some distributors took their industry customer guests through the trade show to provide them with an overview. This is Daniel Meffert as a "promotional product guide" (centre) amid a group of customers.





A paint-brush promotion caught the attention at the counter of Crimex.



Ralf Hesse, m.e.s. Marketingservices

### Success through personal support of customers

Overall, Thiele and his team are “very satisfied” with the course of the three days: “We have achieved our goals by being well prepared for discussions and by focusing on topics relevant for many manufacturer partners. With our 7-strong top display team, we were able to deepen our business relationships with our partners, learn a great deal about new products and discuss in detail what our cooperation will look like over the next few months. As in the previous year, we once again took this opportunity to personally accompany invited industry customers at the trade show. The success of this measure has numerous facets which are clearly evident in day-to-day business for everyone involved and have a lasting positive influence on the development of cooperation. Worthy of mention are the large number of inquiries and orders already placed at the trade show as well as the unquestionably positive response of our customers to the entire day and the stands we visited.”

### “Organisation already significantly improved”

Nevertheless, Thiele sees “the further development of the Industry Customer Day in a differentiated perspective” and also has critical comments: Although the organ-

isation of the Industry Customer Day has already been significantly improved, there is “still a lot of room for improvement” on the part of the organiser. Thiele notes that it is “particularly unfavourable when exhibitors start disassembling their stand before 4 pm on the Industry Customer Day, demonstrating their disinterest in the customer. There is no excuse for this premature departure, even if the number of visitors has already diminished. It is also worth mentioning that not all exhibitors understood price sensitivity on the Industry Customer Day.” These points are certainly worth considering and should serve as a stimulus for further optimisation possibilities. All in all, however, the Industry Customer Day turned out to be a day that has already proven its worth in many respects, but whose potential is far from exhausted and will therefore continue to develop. So, we can continue to remain curious – positively curious.

<



Hans-Joachim Evers,  
Evers Werbemittel



Hans Thiele, top display

At the beginning of this year, the Cybergroup was represented for the first time at the PSI with its own customer lounge. The trade show commenced with an international sales meeting of the global team that focused on customer orientation and service.

## Cybergroup International GmbH

# Success with customer lounge at the PSI



Group photo of the international sales meeting prior to the PSI 2018.

A highlight of this trade show participation was certainly the social media work of the company. The Cybergroup not only reported continuously on the daily events in all social networks, but also conducted interviews with selected partner suppliers. These interviews were shown on a screen in the cyber lounge during the three days of the trade show, as well as on the YouTube channel of the company's trade show website, and were also shared with Facebook and via intranet with colleagues who did not attend. In the evenings, the Cybergroup surprised guests with a very special customer event. At an English- and German-speaking evening, customers and employees were able to cook together in the Canonicus, a cool event location in an industrial look. After all these highlights, the feedback from both the customers and the suppliers was overwhelmingly positive. CEO Steven Baumgärtner was also satisfied and is already working on new ideas for the next trade show appearance with his team. <

**U**n In co-operation with the partner supplier Reflects, the company arranged a stylish lounge and, at the same time, a relaxing retreat from the hustle and bustle of the trade show on 27 sqm. Conversations and planning took place in the lounge with delicious cuisine in a quiet atmosphere. It also served as the starting point for exploring the new products of the trade show together with customers on Thursday. The well-being of guests was also taken care of by an allround customer-oriented service which ensured that everything went smoothly, including various goodies, information about the trade show, its own cyber newspaper and a company-own shuttle service in the run-up to and during the trade show visit. In addition, the new products of the partner suppliers were also available as samples in the lounge, ensuring that customers received an overview during discussions with their key account contact.



A special highlight of the Cybergroup trade show participation was the dedicated customer lounge.




**Schneider/  
Heri-Rigoni**

**Martin Solbach, Jüscha GmbH**

### Utterly satisfied

PSI remains one of the most important trade shows for us. Here we meet our distributors and have the opportunity to present our assortment in its entirety. Especially this year, against the backdrop of our 40th anniversary, we were very anxious to see the response to our new collections. We are utterly satisfied. Lots of contacts, good conversations and a positive sentiment. The industry customer day was also positive thanks to the preparation work of our distributors. The opportunity to talk to distributors and industry customers about our products and services has once again proven to be very positive.

## Worthy appearance before an international audience

The joint stand of Schneider Schreibgeräte and heri-rigoni, the specialists for stamp writing instruments, both neighbours from the Black Forest, has a long tradition. Armin Rigoni: "As far as the organisation and the framework conditions are concerned, once again everything is going well. Unfortunately, we have had fewer contacts so far than in previous years. However, we have had a significant increase in visitors from other European countries. Now it is important to establish the contacts and thereby gain lasting customers. By contrast, the industry customer day was much quieter with far fewer end customers at our stand."

Klaus Broghammer: "Everything was fine with the infrastructure we provided. Similar to our stand partner, there were significantly more industry customer contacts last year, but we are still in favour of this day and believe that PSI's decision to allow controlled access for end customers is the right one. Ultimately, it can only benefit the industry and generate further potential. The PSI as such is very important for us, particularly as a large, international platform and as the leading European trade show with Germany as its location. Nowhere else can we present ourselves so impressively and worthily to our international trade audience with all our strengths."



**Klaus Broghammer  
(Schneider Schreib-  
geräte) and Armin  
Rigoni (heri-rigoni,  
emotion factory)**

Which printing system best suits the customer's desire for individual design while still working reliably and economically? PSI visitors were able to find the answer at the ESC stand in Hall 9.

**ESC Europa-Siebdruckmaschinen-Centrum GmbH & Co. KG**

# Printing systems for personalised products



Well placed: the ESC booth in hall 9.

**T**he trend towards individualisation of products is unwavering. And the best way to apply advertising to a product was experienced first-hand at the recent PSI. For example, at ESC, the expert for screen printing machines. Verena Volland from the ESC team: "When it comes to direct printing on promotional products, especially small-format printing systems such as the Mimaki UJF series flatbed inkjet printers come into play."

## Performance increase of 20 per cent

The new MkII EX series with the models 3042 and 6042 in the formats 300 x 420 mm or 610 x 420 mm up to a material thickness of 153 mm offers a performance increase of 20 per cent. "In terms of technical features, these systems are unbeatable and deliver impressive print qual-

ity and versatility," explains Volland, adding: "For example, the 4 printheads allow the application of bonding agents for better adhesion, white ink for high opacity, full-colour CMYK printing and surface treatment with clear varnish to be performed in a single process."

## Strong and bright colours

On transparent surfaces, simultaneous underprinting and overprinting with white ink ensures strong and bright colours. Even the printing of uneven surfaces with up to a max. 4.5mm media thickness difference is possible thanks to the Mimaki LD mode. Heat-sensitive materials can also be processed thanks to energy-saving UV-LED drying technology. Fast drying also makes it possible to process the material immediately afterwards. An example of ease of operation is MCT circulation technology which reduces the sedimentation of white pigments and ensures stable ink ejection. As a result, fewer cleanings are necessary. Further advantages of the Mimaki UJF MkII EX series were presented in detail by the ESC team at their trade show stand.

There were also textile direct printing systems from Kornit and DTG as well as small-format ESC-AT screen printing and ESC-COMEC pad printing systems. <

**The new MkII EX series offers a 20 per cent increase in performance. Here is the Mimaki UJF-3042 MkII EX.**





## Socks and more

Kirsten Dreyer's trade show appearance not only "swept some people off their feet". She has been presenting new ideas for socks with "Advertising at every step and turn" for some time now with her company ABER textil+design, but this time it was also enriched by the collection of her new cooperation partner Connexion Tie, for which Dreyer took over the German agency last year. The Danish company produces ties, scarves, shawls and numerous other accessories, and is expanding its portfolio to include more fine yarn in addition to its popular footwear products. The ever-present range of ties and scarves in 38 uni colours is available without any minimum order and is always stocked by Connexion Tie in Europe's largest inventory of fashionable ties. In addition, Dreyer and Connexion Tie offer special designs that are in demand in the promotional product industry. For those who prefer a more traditional taste, they can choose the Angli brand which has been produced in Denmark since 1939. On the occasion of the partnership presentation, Bo Egeris, CEO of Connexion Tie, was also present at the stand of ABER textil+design.

[www.aber-textil-design.de](http://www.aber-textil-design.de) – [www.cxdk.de](http://www.cxdk.de)

**ABER  
textil+  
design**



**Katrin Übbing-Mölders, Joytex**

### Promising trade show days

Bag specialist Joytex has already completed a successful year. And it has started off the new year at the PSI in the same way: "The PSI remains a must for us. So far, we have had two promising days with interesting discussions and inquiries. dMAS, the digital trade show inquiry system, was also useful to us. Although it takes some getting used to, it is ultimately quite helpful in processing our stand contacts."



Kirsten Dreyer and Bo Egeris, head of the new cooperation partner of ABER textil+design, at the trade show stand.

## Up to date

TFA Dostmann from Taubertal, a company renowned all over Europe for its weather instruments and measuring devices, had plenty of innovative technologies and exclusive designs of its comprehensive assortment to marvel at – including, of course, many new products. One example is the Cube Timer, a modern timer that is very easy to operate and, depending on the application (school, sports, kitchen or leisure), is available in different colours and time combinations. One turn – and the timer is ticking.

[www.tfa-dostmann.de](http://www.tfa-dostmann.de)

Here is something to marvel at:  
the Cube Timer.



**TFA  
Dostmann**

The traditional Apéro of Promoswiss, the association of the Swiss promotional product industry, has become a popular meeting place for Swiss trade visitors and supply partners. The reception this time marked the new partnership with GWW.



## Promoswiss Apéro

# A sign of the partnership with GWW

**W**his time the reception took place at the stand of koziol, the respected manufacturer of design accentuated plastic consumer goods, with Swiss snacks and sparkling wine served in specially designed, unbreakable koziol champagne glasses. Uwe Thielsch, head of the koziol Incentives & Promotions team, welcomed the guests at the stand which had quickly filled, and gave the floor to Thomas Oester, the Promoswiss board member responsible for events and the PSF Forum. He accentuated the new cooperation initiative between Promoswiss and the Association of the German Promotional Product

Industry (GWW), the umbrella association of the German promotional product industry, which culminates in jointly holding the PSF Forum and the GWW Newsworld on 19 and 20 June at the Umweltarena in Spreitenbach in Switzerland.

### PSF Forum meets Newsworld

On 19 June 2018, Promoswiss will be hosting its traditional PSF Forum followed, as usual, by the Promoswiss Night with the awarding of the coveted Promoswiss Awards. On 20 June, the Swiss premiere of Newsworld will take place at the same location. "It is obvious that combining the two events offers

[www.promoswiss.ch](http://www.promoswiss.ch) – [www.gww.de](http://www.gww.de)





Uwe Thielsch from koziol and Thomas Oester from Promoswiss welcomed the guests.

nothing but advantages,” says Promoswiss President Roger Riwar, adding: “Promoswiss is taking over the lead in Switzerland. Our association is being supported by GWW on a partnership basis. The subsequent Newsweek as a ‘turn-key in-house trade show’ is the ideal complement for the Swiss market. It brings together the entire promotional product value-added chain, from the manufacturer/supplier to the distributor, the actual decision-maker and the end customer. Thus, Promoswiss Newsweek will also offer innovative distributors in Switzerland the opportunity to make their mark on the market. Only Promoswiss members will be admitted as distributors-representatives.”

### Perfectly designed trade show packages

500 parking spaces are available to participants free of charge at the conveniently located venue. A shuttle is planned for visitors arriving by public transport. “Exhibi-

tors have the opportunity to exhibit at both trade shows at a reasonable price. Moreover, customs issues for trade show utensils are a thing of the past. Promoswiss, together with GWW, is responsible for organising import and export, including customs formalities”, assures the association. Swiss distributors can be represented at the Newsweek with a so-called counter stand and invite and look after their customers. Admission for industry customers is free. In addition, culinary nourishments will be provided to all participants throughout the day. More information is available directly from Promoswiss or GWW. <



Sparkling wine was served in new, indestructible champagne glasses from the design studio of koziol.



Raise your glasses to toast ... (left to right): Christoph Zindel, Rastal Schweiz, Arne Paul Bender and Dennis Dennig, management of Jung Bonbonfabrik.



Get-together at koziol (left to right): GWW Chairman Frank Dangmann, Uwe Thielsch, head of the koziol Incentives & Promotions team, and Peter Kaiser, Managing Director of Kaiser Promotion AG.

36 speakers – one goal: to show how to make the most of the ever-growing demands of the market in the promotional product business for oneself and one's own company.

## PSI Praxis Forum 2018

# Facing challenges



**S**elling promotional products in the 21st century, in times of globalisation, digitalisation, international networks and supply chains – the associated increasing tempo of the market and the constant adaptation of regulations require new thinking. In the PSI Praxis Forum 2018 in Hall 9, leading figures of the promotional product trade and experts in IT, marketing, finishing, logistics, legal and environmental protection, copyright, IT and media law as well as product designers and economists provided information on all industry-relevant topics in concentrated, half-hour

specialist presentations and answered questions raised by the visitors to their lectures. Carsten Lenz, Managing Director of S&P Werbeartikel GmbH, for example, highlighted the business with the promotional

product in the era of digitalisation, the 4th industrial revolution: "It was important to encourage colleagues to bravely deal with it, to use new media, to allay online fears and to give an outlook on the next ten, fifteen years to show where the journey is leading in times of digitalisation, artificial intelligence and automation," says Lenz. "Online does not ruin our business because it is still done between people," adds Lenz. The fact that innovation and tradition are not mutually exclusive is proven by the constant success of brand-name products: "A brand-name product is a product behind which is a company that has certain brand values, abides by legislation, continually cultivates the brand and thereby builds trust with the customer and creates a sense of security when the customer buys this product," says Harry Saffer, Managing Director of Schwan Stabilo Promotion Products, summarising the core message of his presentation "Advertising with brand-name products". Bottom line: The PSI Praxis Forum provided answers to urgent questions and showed how important it is to understand the individual processes and to transfer manual activities into the world of digital possibilities in order to reduce the operational effort to get back to dealing with the essentials: marketing and sales promotion. <



Carsten Lenz



Harry Saffer





SIPLAST

## New technology – new horizons

Of course, new products were once again the focus of Europe's largest trade show for promotional products. SIPLAST Siegerländer Plastik GmbH also had something new to offer: At the stand of the specialist for custom-made plastic products, visitors were able to convince themselves of the wow effect of their new finishing portfolio. High-resolution print motifs, the finest fonts, 3D and varnish effects combined with inline opaque white – for dark or transparent materials. Almost all office and plastic articles made in Kreuztal can be finished and personalised even more impressively thanks to new technology.

### Special haptic foils

By investing heavily in its printing business in 2017, the family-owned company from Siegerland has opened up completely new horizons to implement small and large customer projects even more creatively, faster and in terms of quality even better. To ensure even more creative freedom, the Kreuztal-based company also offers special haptic foils with special surface textures, soft-touch or colour effects for their products.

### Broad spectrum

Since 1960, SIPLAST has been developing standard articles and custom-made products for the office and promotional product market. The spectrum ranges from ring binders to staplers, folders, identity cards, printing and POS supplies as well as give-aways. **www.siplast.de**



## Picturesque attraction

The fact that tradition and innovation by no means exclude but rather enhance each other is particularly apparent in the close coexistence of long-standing companies and young companies at the PSI. BOFA-Doulet GmbH combines both and demonstrated this at their stand at the PSI. The Bonn-based specialists for flagging, outdoor and indoor communication as well as events presented new advertising ideas in the form of individually printable tents, deck chairs, tablecloths, table leg covers and cushions. An eye-catcher and attraction was a painting wall for visitors who could test their creativity with paints and thus playfully start talking about the latest products from BOFA. **www.bofa.de**



BOFA-Doulet

Colouring activities at the stand of BOFA-Doulet

Launched last year as a new format and experiment, the Product Preview Event adopted a different look this year in round two. The date remained: the day before the opening of the trade show. New were the location, the gallery in the North Entrance Hall, and a lecture programme.



Set up exclusively for the Product Preview Event, the lecture programme met with great interest.

## Second edition of the Product Preview Event

# Exclusive prelude

**W**he second edition of the Product Preview Event was presented in line with the motto “Maintain everything that is good and improve where necessary”. A small, exclusive group of international exhibitors presented themselves and selected products to a multinational distributor audience from Algeria, Belgium, Denmark, Latvia, Lithuania, Luxembourg, the Netherlands, Sweden, Slovakia, Spain and the USA. With a view to the PSI Russia in the autumn, a delegation from Russia also attended.

### Elevator speeches to get to know one another

The procedure was changed compared to the previous year. After the welcome speech by PSI Managing Director Michael Freter, the exhibitors introduced themselves in short “elevator speeches”. These speeches enabled the exhibitors to present themselves so concisely and convincingly that afterwards what they said could be continued in small groups or one-on-one talks between exhibitors and visitors. Thus, the speed dating concept of the past year was optimised once again and was well





A great atmosphere was provided by a live band that impressed with its large repertoire and also responded to musical requests.



The Product Preview Event is a format designed especially for international distributors. This was already clearly visible on the welcome board.

received by the approximately 60 visitors who attended this exclusive event. The exhibitors took plenty of time to answer individual questions. Thus, on the eve of the opening of the trade show, the first selected product highlights had already been inspected and scrutinised in peace and quiet.

### Exclusive lecture programme

This year saw the premiere of a lecture programme which expanded the acquired haptic knowledge with new theoretical knowledge.

Alexander Moths and Peter Rochel from Oberwasser Consulting introduced their listeners to the “5 myths of innovation” and gave them “5 theses to think about” along the way. Uwe Melichar, Partner for Packaging Factor Design, gave a lecture on “Love Brands” and, with concrete examples, showed how much you can do wrong in terms of advertising and promotional products, but also how to do it the right way.



Networking with snacks and drinks.



Having the opportunity to look at the first product highlights in advance was well received.



### Get-together in Bar 15

Inspired by the day, the attendees moved from Hall 9 to Hall 15 in the early evening, more precisely to Bar 15, for a relaxing get-together to end the evening with musical entertainment. Guests were served hearty meals, sweet delicacies rich in calories, a traditional Altbier or exotic drink in a relaxed atmosphere, and happily immersed themselves in networking in anticipation of the next day ahead.

<



## PSI Jubilarians



The members celebrating their jubilee, who were present at the PSI 2018 either as exhibitors or distributor-trade visitors, were awarded a badge of honour. In total, 134 members celebrated a perennial affiliation with the international network of the promotional product industry in 2017.

**The following member companies that participated at the PSI 2018 were honoured for their many years of affiliation with the PSI:**

### 25 years:

ADG  
alfi  
All in Form  
Kusters Promogifts  
Logolf  
Maximex Import-Export  
Present Perfect  
Schwan-STABILO  
SCI Sabine Scheibeck  
Teletraffic Promotions  
Willen Werbe- und Handelsagentur

### 30 years:

Bera Drees  
Brosch Werbeartikel  
e+m Holzprodukte  
Pronel  
Regine IQtrim

### 40 years:

Alfred Fischer  
Hassenbach Werbemittel  
Heri-Rigoni  
Suthor Papierverarbeitung  
Wunderbaldinger

### 50 years:

Per Edberg Reklam  
Staat & Co Businessgifts  
Weigend

## Long-standing memberships

Year after year, the PSI is a real magnet for exhibitors and visitors alike. The fact that the PSI has lost none of its attractiveness for many members is proven by a staggering figure: in 2017, a total of 134 members celebrated perennial anniversaries. Specifically, they have belonged to the international network of the promotional product industry for 25, 30, 40 and even 50 years. And that is remarkable loyalty, considering that the PSI itself was founded in 1962. This loyalty was duly acknowledged in January as part of a small ceremony with a champagne reception at the leading trade show for the European promotional product industry.

Not all jubilarians managed to attend. But the 21 who were in Düsseldorf either as exhibitors or distributor-trade visitors, personally received a badge of honour from PSI Managing Director, Michael Freter.



PSI Managing Director Michael Freter awarded the badge of honour to 3 companies for 50 years of membership in the PSI. Above left: Jan Edberg for Per Edberg Reklam, down left: Hans van der Ouw for Staat & Co Businessgifts, Helmut Weigend for Weigend GmbH.





**Deposit  
system  
in the  
PSI Café**



**Ingo Moeller, Head of Marketing & Communications,  
Mahlwerck Porzellan**

## Environmentally friendly reusable system

Ingo Moeller: "I also explained our reusable system, which we have presented here at PSI and installed as a pilot project, in the course of the Praxis Forum: It is the first professional reusable system for coffee-to-go cups, a deposit system that could be used in Germany as a pool system in restaurants in cities or even throughout Germany. Things went very well here at the PSI: We have four trade show cafes where free coffee sponsored by Mahlwerck Porzellan is served. The cups are always rinsed centrally and used again in the cafes if needed. Visiting the PSI Praxis Forum could be better. But many visitors have so many appointments at the three-day trade show, they spend too little time to listen attentively to a lecture. But there were still some promising contacts with concrete interest in realising our system at their trade show."



## Bags and accessories for the digital world

Tucano is an Italian brand specialising in the manufacture of bags and accessories for the digital world worldwide. Bags, sleeves and backpacks for notebooks and tablets as well as innovative travel accessories are just a few of the company's portfolio highlights. "For over 20 years, the Tucano Corporate Team has been providing bespoke projects to help our business customers find the right solutions or work with us to implement their ideas. All Tucano products are designed in Milan, with a special focus and passion for design and quality. Through our Europe-wide support with offices and agencies inter alia in Germany, Switzerland and Spain, our customers always have a contact person who can help them locally to realise their projects," says Country Manager Annalisa Fedeli. "Rapid project execution, customer service and the undisputed quality of our products have enabled us to create an exclusive working model that makes our company interesting on an international scale," adds Fedeli. Visitors stopping by the Tucano stand were rewarded with personal attention.

**www.tucano.com**

Bags, sleeves and backpacks for notebooks and tablets as well as innovative travel accessories are just a few of the company's portfolio highlights.

**Tucano**



**Sprintis**



There was a large number of new products at the „Sprintis Beach“.



## New on the “Beach”

At “Sprintis Beach”, the trade show stand of the specialist distributor for printing supplies and promotional materials, visitors were given an overview of the 3,500 items of the Würzburg-based company's product range – including a large number of products that can be customised, such as brochure holders, ready-made loops and display stands. Of course, the Sprintis trade show guests were also able to try out part of the assortment themselves or take samples in the form of souvenirs. New Sprintis products, such as folding frames with rounded corners and transparent scanner rails, also attracted enormous interest.

**www.sprintis.de**



## Invitalis

### Time to relax!

That feels good! After walking around the trade show for who knows how many kilometres, rest and relax for a few minutes ... This was possible at the Invitalis stand where visitors in need of relaxation gladly accepted the offer to try out the latest development of the company: the Vitalimed Flexi “Shiatsu” massage belt. The ergonomic strap design allows the integrated cushion to be easily used anywhere on the body where optimal muscle relaxation is required. According to the supplier, the belt has a “unique deep heat function that perfectly supports the massage” – whether at home, on the move, in the office, fitness studio or at busy trade shows. The Vitalimed Flexi massage belt also convinced the jury of the coveted “X Plus Award”, which awarded it the prize for “Best Product”. [www.invitalis.com](http://www.invitalis.com)



Anyone for a short massage with a deeply penetrating effect? At the Invitalis stand, this was free for visitors wanting to relax.

### Professional transfers

There were, of course, a lot of new things to discover in PSI's textile centrepiece, Hall 10, including new exhibitors such as Lotus Transfer Press Solutions GmbH & Co. KG, headquartered in Berlin. Lotus demonstrated at their stand how easy it is to personalise textiles with coloured transfer foils. “Particularly suitable for this purpose are Print + Cut solutions from the manufacturer Roland, such as the TrueVis SG series. These devices print and cut motifs which can then be transferred to a wide variety of textiles using a transfer press. Thus, textiles for workwear (also reflectors), sportswear or merchandising textiles can be individually enhanced. In addition, Roland printers enable stickers, decals, screen materials, posters and much more to be printed “, explains Managing Director Odette De Pasquali. Lotus is an authorised Roland distributor, transfer press manufacturer and international distributor of transfer foils. “We provide customers exactly the know-how they need for the printing process as well as the necessary technology and the corresponding consumables for textile printing,” emphasises De Pasquali. Lotus was founded in Milan in 1972 and has had a branch in Berlin since 1998. Interested distributors are welcome to visit the showrooms in Milan or Berlin. [www.lotus-shopping.com](http://www.lotus-shopping.com)



## Lotus

**90** .....  
**countries**  
were represented  
by visitors

to the PSI. A new record. 58 per cent of the visitors came from abroad, one in seven from overseas.

**2,859**

**PSI members** have now recognised the code of honour. This makes the PSI the largest organisation with such a commitment.

**17,342**

**visitors** attended the PSI this year, including 1,200 industry customers who had the opportunity to visit the PSI on the last day of the event at the invitation of the promotional product distributors.

**32** per cent

**of the companies** interviewed for the GWW Promotional Product Monitor 2017/2018 claimed that the amount they spent on promotional products has risen sharply or very sharply. A significant increase compared to 2016 (20 %).

**3,504 million**

**euros** was spent in Germany in the 2017 financial year. A new high. According to GWW's Promotional Product Monitor 2017/2018, the 3.5 billion euro barrier was broken for the first time.

**22.9** billion

**dollars** is the turnover that the Advertising Specialty Institute (ASI) expects for the past fiscal year. This represents an increase of three per cent over the previous year.

**2018**

**could be a favourable year for the European market.** Growth of 5.3 per cent is expected. This transpires from the current PSI Industry Barometer for which around 1,000 European suppliers and promotional product distributors were interviewed.



**See you!**



# ► **PSI**

**The Leading European Trade Show  
of the Promotional Products Industry**

**8 – 10 January  
Düsseldorf 2019**



The products  
we are presenting  
on the following pages  
have one thing in common:  
they are constant companions  
in our **mobile society** –  
and as an impressive  
advertising medium, they offer  
the possibility to transport  
a message **far out into the  
world** for a long time.





PSI 46970 • ReflAktive Thomas Wassmann  
Tel +49 4971 923312  
thorsten.hueber@reflaktive.de  
www.reflaktive.de  
<https://www.psiproductfinder.de/odgwym>

## Tags

The practical luggage tags from reflActive are not only attractive, but also ensure that you recognise your suitcase, backpack or bag at first glance. On the back of the luggage tag is an address field on which you can simply enter an address. It is manufactured using reflective foil (top) and white PVC (bottom). The contours are applied using shadow printing, and a logo can of course also be printed on the reflective film. In addition to the standard designs, special requests can be fulfilled on request.



PSI 46311 • Troika Germany GmbH  
Tel +49 2662 95110  
d.roether@troika.de • www.troika.org  
[www.psiproductfinder.de/mmrhyw](http://www.psiproductfinder.de/mmrhyw)

## Get home safely

It is good to know that Troika's Amigo Alarm is there when, for example, you go home in the dark. This little friend on a keychain can be really loud if necessary. By pulling on the ring of the alarm, a 120-decibel siren calls for help or discourages dark villains. It gives you a secure feeling when travelling alone. The material is robust aluminium in red/black or black/titanium.

## Pflanz-Hölzer

ef  
emotion  
factory  
... aus dem Schwarzwald



Digitaldruck auf Holz

## Pflanz-Kork rund



Rundumlaserung





## Handy and reliable

The handy, digital scale from Kasper & Richter is indispensable for planning a flight. It weighs the scheduled flight and hand luggage in kilograms or pounds. As a result, expensive additional costs for excess baggage can be avoided. The measurement range is 0.1 to 55 kilograms and it weighs just 61 grams. A CR2032 battery is included. An area of 24 x 20 millimetres is available for advertising.

## Confusion impossible

Suitcase lost? With the amazing rubberBADGE luggage tags from Asia Pins, every suitcase is returned to its owner! Either in the standard rectangular format with an individually designed front or with a completely individual outer shape. Customer ideas have practically no limits. A cheaper alternative to the rubberBADGE is also available. Here every motif can be created by offset printing. Available in a standard size including a hidden address field.



PSI 45428 • Asia Pins Direct GmbH  
Tel +49 30 720200400  
info@apd-gmbh.de • www.asiapinsdirect.eu  
www.psiproductfinder.de/zmq2mg



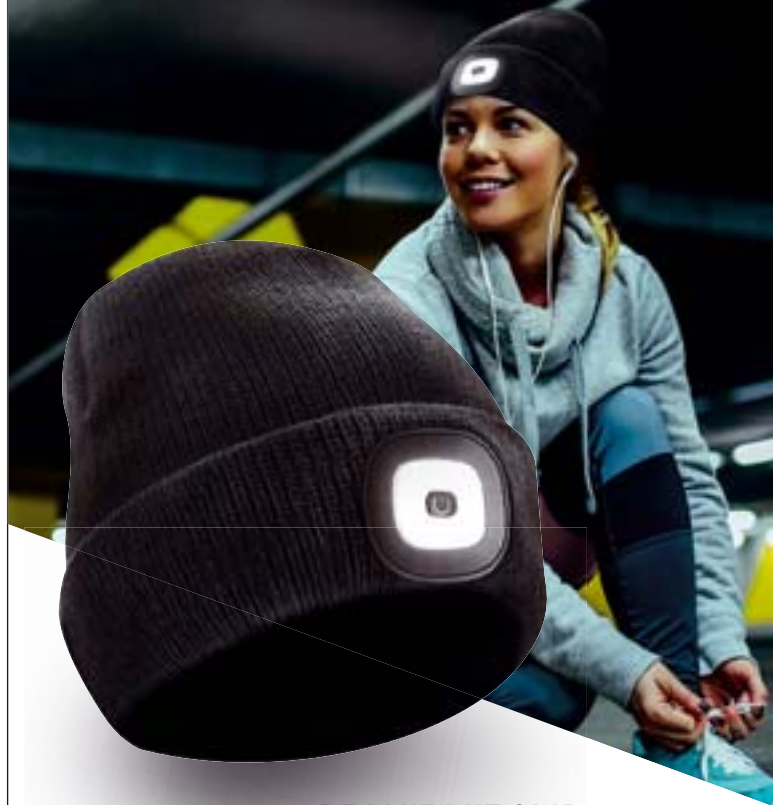


## Elegant and design

A practical shopper in an elegant Italian design is available from Koziol. Everything is possible: from weekly shopping at the market to a visit to the fitness centre. The new bag is suitable for men and women alike because it is unisex. Added to this is the Taschelino, a compact version of the successful shopper. The clever design is simply great: the bag can either be hung over your arm or loose over your shoulder. The material is completely waterproof and easy to clean.



# Nestler-matho®



## BEANIE MIT SMD-LICHT

Licht herausnehmbar

■ N-m 458 schwarz



Einfach aufladen mit USB!

## 5 LED-HÜFTTASCHE

■ N-m 453 schwarz





PSI 45138 • NMTech Europe GmbH  
 Tel +49 911 9367350  
 meindl@nmtteurope.de  
 www.fenice-lifestyle.com  
 www.psiproductfinder.de/yzqyyz

## Trendy colours – great design

The Airplane Tag luggage tag supplied by NMTech Europe GmbH impresses with its great design, trendy colour scheme and high quality. No more luggage will be lost with this practical travel companion. It is easily attached to any piece of luggage and withstands even the harshest treatment. As with all NMTech products, only the finest Italian Soft Touch PU leather is used.

PSI 47998 • Jute statt Plastik e.K.  
 Tel +49 431 97999674  
 info@jute-statt-plastik.de  
 www.jute-statt-plastik.de  
 www.psiproductfinder.de/njc4nz



## For big purchases

The new eco-friendly jute shopping bag from the company Jute statt Plastik is predestined for large-scale shopping. The bag is made of sturdy jute fabric 13 x 13 and features popular 40-centimetre round-weave soft comfort cotton carry handles as well as 80-centimetre flat woven cotton handles. According to the manufacturer, the dimensions are 50 x 35 x 30 centimetres. Individual printing is possible with an order quantity of 100 pieces or more.



travelite

# STURDY LUGGAGE FOR EVERY JOURNEY

My CITY.

Business Wheeler 

**99,95€**

Size S 

**59,95€**

Size M

**79,95€**

Size L

**89,95€**



All prices are recommended retail prices.



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Tel +49 2662 95110  
d.roether@troika.de • www.troika.org  
www.psiproductfinder.de/mmrhyw

## Well organised

Smartphone, tablet, laptop, cables, utensils, accessories: This multi-media organiser from Troika simply packs everything. A total of eleven padded compartments ensure that everything is clearly arranged in this mobile office. And if the elegant shoulder bag does not fit? Then the Bag To Business model quickly becomes a casual backpack or a practical on-pack for the trolley.

## Elegant travel companion

If you travel a lot, whether on business or privately, you need a trolley suitable for aircraft, such as the Axpól trolley. It is extremely light, easy to handle, yet sturdy enough to withstand even rough handling without damage. Its high functionality is also outstanding. This way, all necessary utensils can be stored conveniently in the separate front pockets. The trolley also offers a large advertising space.

PSI 46204 • Axpól Trading Sp. z o.o. Sp.k.  
Tel +48 61 6598800  
info@axpol.com.pl • www.axpol.com.pl  
www.psiproductfinder.de/nzdjyj





# Eco-friendly advertising

## Sustainable lip balm sticks



PROMOTIONAL GIFT  
AWARD 2018



98% of the lip balm casing is made of recycled plastics

100% plant-based content

- Lip balm stick „Lipcare Recycled Plastic“ in White, Sand Grey, Natural Green and Black
- The formula „LipNature“ is 100% plant-based, vegan and halal
- „LipNature“ is certified according to the high standards of the natural cosmetics label NATRUE
- The ingredients of the formula „LipNature Fair“ are 58% Fair Trade
- Own production in Cologne/EU in accordance with cosmetics GMP
- Compliance with European Cosmetics Legislation
- Constant formula controlling in cooperation with the Institut Fresenius
- Notification of all products in CPNP
- Production in accordance with ISO 9001:2015



Plastic production



Printing



Laboratory



Bulk production



Filling



**IKW**

Industrieverband  
Körperpflege- und  
Waschmittel e.V.



Verband der  
Chemischen Industrie e.V.



**PSI**



**BDIH**



**KHK GmbH**

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Tel. +49 (0) 221/985473-0  
e-Mail: sales@lipcare.de  
www.lipcare.de

www.lipcare.de

Order samples now



## Universally usable

At only 400 grams, Quickboxx, the universal folding box from Soennecken, is a real lightweight and yet loadable up to 20 kilograms. When folded, the multi-talent is very small and thus fits well in even small storage spaces. The extremely durable, flexible and washable material also offers a large allround advertising space. From the colour to your own logo in the closures, the Quickboxx can be designed according to your own ideas.

## Cool thing

Even if the way home from the supermarket is a little further, the Thermo Cooler from the elasto range keeps food fresh. Whenever it is warm outside, the useful helper serves as a perfect shopping accessory for keeping the cold chain in check. Made of tear-resistant polyester outside and an insulating aluminium coating inside, the durable basket is ideal for grocery shopping. The space-saving collapsible body is particularly light due to its aluminium frame, and the soft EVA handle is comfortable to hold without cutting into the skin. Advertising is applied by screen printing.





## Nothing gets wet!

Carrier bags from the elasto Roll-Up series with volumes of 5, 10 or 15 litres are ideal companions for all surfers, rafting fans and other water sports enthusiasts. The special thing about the bags is the roll closure. This is as simple as it is ingenious: At the upper end of the bag, two rods are incorporated to enable the bag to be easily rolled up. When turned over several times and sealed with the sturdy plastic quick-release fastener, the bags ensure that the contents are protected against splashing water. Roll-Up can be finished by screen and pad printing.



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

- ADVERT -



# FUSE

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Elegant life style sports bottle with fruit fusion option. Add taste and vitamins to your water.

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**Bottle**  
Promotions

**Tacx**

www.bottlepromotions.nl | joy@tacx.nl | carl@tacx.nl



## Travelling office

One of the highlights in Spindler's assortment is the Mobile Office, a business trolley suitable for airplanes. The front is individually printable, and there is a special feature: The print is positioned behind a crystal clear brilliant polycarbonate lens and is interchangeable, from a single unit! The dimensions of 44 x 40 x 22 centimetres meet the requirements for hand luggage on a plane. Another feature: There is a USB double socket with matching connection cable for a powerbank on the outside; the battery is sewn inside. A tablet or smartphone can be loaded without opening the trolley.

PSI 49668 • Spindler GmbH  
Tel +49 7172 937890  
mail@spindler-gmbh.de  
www.werbemappen4u.de  
www.psiproductfinder.de/nje0zj



## Dry on the go

A pouch bag made of recycled promotional tarpaulin with buckle is part of the range of the company Reciclage. The product can be used in a variety of ways, such as storing wet bathing suits or nappies for a baby, or other items that may leak. Allow to dry after use, clean and the bag is ready for use again. As the tarpaulins vary in their design, each bag is unique.

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



# WISA ENSCHEDE

1953 - 2018

## *Celebrate* 65

- Luftballons und Zubehör
- Festliche Papierartikel

Luftballons  
& Zubehör



Fahnen- Wimpelketten  
& papierfächerchen



Essen & Trinken



Essen & Trinken



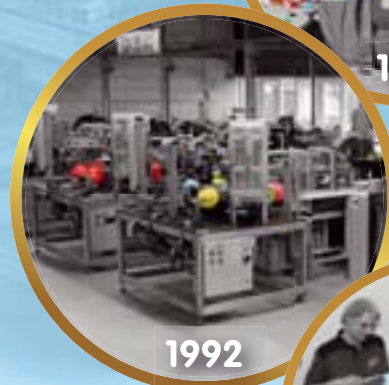
Werbung



1963



1973



1992



1996



2017

THE BEST AND BIGGEST IN BALLOONS  
THE TOP-PRODUCERS IN PAPER ARTICLES

**wisa.nl**



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

## Systematic travelling

The Metropolitan trolley set from CHECK.IN® by Inspirion impresses with its unmistakable design and versatility. A family holiday, business trip or short break – travellers can choose from the carry-on luggage format and two trolleys in L and XL sizes. With the smooth-running chassis, the trolleys roll as if by magic, even when loaded, and the twin wheels with a radius of 360 degrees provide unlimited freedom of movement. The material mix of polycarbonate and ABS makes the trolleys lightweight and sturdy travel companions. All sizes have a comfortable interior with room dividers and net compartments.

## Space miracle

Visitors are often denied entry at events when carrying larger bags or rucksacks. If you appear with a Triple Bag from team-d, experience has shown this will not be a problem. According to the supplier, the small space miracle has been steadily gaining in popularity since the regulation restricting large bags at events was introduced. The unisex shoulder and handbag has three zipped compartments and a detachable strap. Being slim, it can also be worn under a jacket, providing double protection for the contents.



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







## Well shouldered

Those who want to live up to their responsibility to ensure a good future for people and the environment should take a look at what Green Earth Products offers. Here you will find the Fairtrade shoulder bag Cambodia which is ideally suitable for the office, school or leisure due to its capacity. The wide shoulder belt is adjustable to ensure optimal comfort. The bag is made from recycled cement sacks from Cambodia. Production of these bike bags is truly Fairtrade. Delivery is ex stock; two different versions are available.



## Environmentally gadget

If you are looking for an attractive and eco-friendly travel accessory, check out the luggage tags from Polskie Karty. Lightweight yet durable, made from eco-friendly plastic, matt or glossy – there are plenty of options for eye-catching, funny or elegant designs. The imagination knows no limits. Polskie Karty also supplies accessories such as straps made of silicone or plastic, metal wire or key chains. Details are available directly from the supplier.

# EASTER PROMOTION SPECIALS

**my m&m's**

**My M&M's® MINI BAG**  
approx. 60 x 43 mm, 4 g

## THE UNIQUE CHOCOLATE LENTILS!

**My M&M's® METAL TIN**  
approx. Ø 50 x 17 mm, 20 g

*Sweet advertising impact!*

**kalfany.** **Süße Werbung**  
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PSI 49320 • mood rooms eK  
Tel +49 170 2800652  
info@mood-rooms.de • www.mood-rooms.de  
<https://www.psiproductfinder.de/ntczmz>

## Ideal picnic companion

The new Sagaform Navy and Nautic series – available at mood rooms – make the heart of every outdoor enthusiast beat faster. A stylish design well thought-out down to the last detail and universally usable make them perfect for an excursion. In addition to the picnic blanket from the Navy series, there are practical cool bags from the Nautic series. Depending on how many drinks are to be taken, either the rectangular, blue bag or the large, white bag are suitable. Both cool bags are made of sturdy, water-repellent polyester and reliably keep food and drinks cool. The wide, sturdy handles ensure comfortable carrying. The rectangular bag also holds large 1.5l bottles of beverage. Sagaform also supplies matching cups and glasses with a maritime décor.



PSI 46726 • Ari International Trading GmbH  
Tel +49 40 2785900  
kontakt@ari-international.com  
www.ari-international.com  
[www.psiproductfinder.de/ogm3yj](http://www.psiproductfinder.de/ogm3yj)

## Travelling logo

Individually designed trolleys from ARI are highly regarded as useful, high-quality promotional products. Brand-name trolleys are often given as a bonus or an exclusive gift to special customers, business partners or employees. The refinement with a high-quality logo print or an elegant embossing makes the trolley a special travel companion with high recognition. The cases with retractable telescopic handle can be made in various materials such as ABS, textile or PU and are available in various sizes.





PSI 45666 • Halfar System GmbH  
Tel +49 521 982440  
info@halfar.com • www.halfar.com  
www.psiproductfinder.de/ntyyj

## Fits for him and her

Halfar's "Journey" bag offers more than just storage space. The sports/travel bag made of heavy 16 oz cotton is a statement of authenticity and naturalness. The robust material in shades of beige and dark blue gives it a fine retro chic. Fits for him and her. The wide handles and shoulder strap made of cotton harmonise. The applications made of PU synthetic leather and the metal accessories are truly elegant. And there is no shortage of comfort in this charming bag. The bottom is upholstered, the handles can be comfortably gripped thanks to grip cuffs and the storage space is generous. That makes the Journey a perfect weekend bag. Halfar also offers a shoulder bag. Both can be finished by printing, embroidery or with a metal emblem.



Stoff  
in Serie.

Treffen Sie  
uns auf der  
**HAPTICA** in  
Bonn am  
21.03.



**Neu: die Serie JERSEY.** Taschen anziehend wie T-Shirts. Echte Mode-Statements aus dem feinen Material Jersey. Weich, anschmiegsam und einfach schick. Entdecken Sie den eleganten Shopper, die leichte Tragetasche und den schlichtschönen Zugbeutel. Jetzt auf [www.halfar.com](http://www.halfar.com)



**HALFAR**  
Starke Taschen.

Exklusivvertrieb über den Werbemittelhandel  
Halfar System GmbH | D-33719 Bielefeld | Germany  
Telefon: +49 (0) 521 / 98 244-0 | [www.halfar.com](http://www.halfar.com)



PSI 48552 • Bizness enabler GmbH  
 Tel +49 89 25545700  
 order@biznessenabler.com  
 www.biznessenabler.com  
 www.psiproductfinder.de/yzc0zj

## Luggage tracking made easy

Travellers enjoy peace of mind with Trakdot Luggage, knowing their checked-in luggage has arrived with them at the destination. The Trakdot Luggage from Bizness enabler will notify you of the location of your own luggage when landing and will work wherever there is mobile phone coverage, in all countries that have GSM. A free downloadable app notifies travellers when they are within 10 metres of their luggage. Ideal for finding a bag or suitcase on the luggage carousel. Details are available directly from the supplier.



## Recycle and finish

For 10 years now, Globe Hope has been using recycled and leftover materials – including those from companies – to develop and design customised gifts and give-aways for eco-friendly promotional, customer and employee gifts. The concept offers companies a real opportunity to implement the promise of sustainability and ethics and to communicate through customer relations. The word upcycling describes it best: Excess substances are recycled and finished at the same time. The Finnish company pays special attention to the Globe Hope product tag. This is attached to each product produced and basically explains the origin and history of the material. As an example, it mentions the article called Martti, a shopping bag made from recycled advertising flags.



PSI 48793 • Globe Hope Oy  
 Tel +358 9 2238150  
 hannele.zilm-schulz@globehome.com  
 www.globehome.com  
 www.psiproductfinder.de/mt5nt





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

## Indispensable

Everyone knows this: Quickly buy something and then put it in the car trunk. After driving home, the situation is one of chaos because everything is mixed up. Spranz proves that there is another way with the Blackmaxx® trunk bag called QuickCarryMetropolitan. The foldable shopping box in a chic metropolitan look is unfolded in seconds, sturdy and ready to hand. The perfect companion for the trunk!

reisenthel.

## EASY BRANDING WITH OUR CORPORATE GIFTS



## NEW DESIGN: URBAN FOREST



carrybag®

toiletbag XL

allrounder R large

HAPTICA® live, Bonn  
Stand: H, A20

[thel.com/corporate-gifts">reisenthel.com/corporate-gifts](http://reisen<span style=)

## Reborn

The Reborn CGB1522 backpack from Citizengreen®, which can be ordered through the company Boomerang S.A., is the perfect choice when it comes to conserving raw material resources. The 600D outer material (available in grey, blue or lemon green) is made entirely from recycled PET. In addition to the fully padded main compartment, the backpack also has a front pocket. The backpack measures 43 x 28 x 14 centimetres and the comfortable straps are adjustable. The Reborn series also includes a notebook bag, a sports and travel bag and a two-wheeled trolley.



PSI Nr. 42811 • Boomerang S.A.  
(Citizen Green) • Tel +49 9369 9849974  
office@citizengreen.de • www.citizengreen.de  
www.psiproductfinder.de/ymjhz



## Suitcase for gourmets

The filled travel suitcase is the name of the gift set from Römer Präsente and is a successful surprise for anyone who is sent on a gourmet trip. The gift box in the form of a travel suitcase has convenient carrying handles for easy transport and is filled with numerous fine treats: 500 grammes of wholemeal bread, a salami, a glass of mustard and a small bottle of Williams pear brandy. And another tip: With over 300 gifts in their range, the gift professionals are offering an Easter version with a colourful Easter egg for the upcoming Easter holidays.

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

## Sustainable alternative

More and more people refrain from using plastic bags when shopping or elsewhere. That is where the polyester backpack with the sonorous name Bologna from Joytex comes in handy. Measuring 40 x 50 centimetres, it can also accommodate large purchases, bathing utensils or clothing for a short trip. It is available in white, red, neon green, royal blue, neon blue and black, and can be personalised from 250 pieces.



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





## Mobile lost property office

Filo Tag is the smart corporate gift that helps people to retrieve the valuables they love. Attach Filo Tag: Simply attach Filo Tag to the valuables you don't want to lose or forget. Find Filo Tag by making it ring: Connect Filo Tag to the app and you will be able to ring your items from your phone when you get close. View the last seen position: The app remembers when and where you last had them. Find your smartphone: Double press the button on your Filo Tag and if your lost phone is within Bluetooth range, it will ring loudly, even if it's in silent mode. Separation alert: Get a notification on your smartphone every time you leave your valuables behind. App in 4 languages: En-De-Fr-It.



## In leather for leather

The high-quality shoe care set from Frank Bürsten, packed in an appealing black cowhide leather case, appeals to customers at home and while travelling. The set consists of two polishing brushes with genuine horsehair, neutral and black shoe polish in a glass jar, two polishing cloths and a shoehorn. The elegant leather case can be closed with a push button. Quality, appearance and usefulness are combined into one in this shoe care set. On request, Frank Bürsten places individual company or advertising logos on the brushes and/or the polishing cloths.

WERBEARTIKEL  
FÜR HAUSTIERE



... aus dem Schwarzwald  
**ef**  
emotion  
factory



## Leckerli-Pack



## Leckerli-Dose



## Gassi-Beutel





## Seminar on textile brands, designs, copyright

**akatex**

There are countless examples of customer inquiries and print requests that are questionable from a legal perspective. A typical example: Slogans, film characters or protected logos are frequently used and integrated into a modified motif on shirts for school leavers. Anything goes as long as it is funny! But in a worst-case scenario, the printing job can have unpleasant consequences. In its seminar "Am I allowed to do that?" in Aschaffenburg/Germany on 6 March 2018 at ZEGO Textilveredelungszentrum, the Academy for Textile Finishing wants to provide information on the topics of brands, designs and copyright. Speaker Thomas Seifried is a specialist lawyer for industrial property rights (trademark and labelling law, design law, competition law, patent law). In the seminar, he will look at the textile finishing market and explain what textile printers and embroiderers may apply to textiles, where the limitations are and what legal consequences they must expect in the event of disregard of the legal situation. Participants can bring their own print and embroidery samples and put the motifs up for discussion in the seminar. [www.aka-tex.de](http://www.aka-tex.de)

## Personal data

### New employees



The promotional product specialists of the company AmedeA Werbepräsente from the Bavarian town of Karlshuld near Ingolstadt welcome Nadine Kramel (left), a new employee, to their team. Since summer 2017, she has been working with Claudia Dittenhauser in telemarketing. "The mother of two was delighted to have found a women-friendly and family-friendly business at AmedeA," says Managing Director Natalie Kober. Another new member of the team is Natascha Zafiroski. She has been working in the promotional product industry since 1996, initially at Roth Werbemittel in Nuremberg and subsequently at Schülbe. Since October, she has reinforced AmedeA with her extensive experience. [www.amedea-werbepraesente.de](http://www.amedea-werbepraesente.de)

**AmedeA Werbepräsente**



## Fresh coat of paint for the Jung website

Just in time for the start of the new year 2018, the website of the promotional product manufacturer Jung Bonbonfabrik is shining in new splendour. The previous look has been adapted to the modern design of the current corporate identity and now convinces with clear lines and structures. In addition to changes to the optics, new features are also available. The navigation has been made more user-friendly and new products can now be accessed even faster – directly via the menu item "New Products". Also new is the download area where important files such as virtual catalogues, product images, design templates and much more can be retrieved quickly and easily.

[www.jung-europe.com](http://www.jung-europe.com)

**Jung Bonbonfabrik**

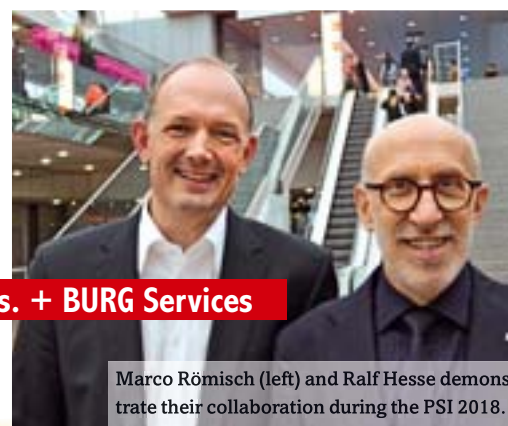




## Promotional product specialists cooperate

"Focusing on intensive customer care and consulting" – this is the motto under which the two promotional product distributors m.e.s. Marketingservices GmbH and BURG Services GmbH & Co. KG are cooperating in a partnership from 2018 onwards. "We are confident that with this joint initiative we will continue to expand our service and customer orientation, and utilise synergies to make our daily business simpler for our customers" say the delighted managing directors Ralf Hesse and Marco Römisch. "Of course, nothing will change for our existing customers – they can continue to rely on the know-how, the service, the customer protection and the reliability they have come to expect from us," assure both managing directors. From 1 January 2019, both companies will integrate their business activities into the BURG Group.

**www.burg-services.de – www.mes-marketingservices.de**



**m.e.s. + BURG Services**

Marco Römisch (left) and Ralf Hesse demonstrate their collaboration during the PSI 2018.

## Personal data

### Reinforcement for the sales team

Since autumn 2017, Thomas Kamrath has been supporting the North sales team of BOFA-Doulet GmbH, the specialist for flags, outdoor and indoor communication as well as events. He mainly supports customers in the area of advertising and event agencies, promotional product distributors and events. The native North German advises BOFA customers directly on site and supports them in the holistic implementation of their projects. **www.bofa.de**

**BOFA**



### New production manager

Michael Rügler has strengthened the team of the calendar manufacturer terminic since the beginning of the year as the new production manager responsible for the entire production area. In addition to purchasing and investment planning for prepress, printing and finishing, the 51-year-old Bremen native is also responsible for the areas of calculation, production planning and optimisation as well as personnel management. **www.terminic.eu**

**terminic**



## PF Concept International has sold Areka

Polyconcept, a global leader in the promotional products industry, announced the divestment of its subsidiary Areka SAS to longterm business partner Boudeville and Fontaine, a French manufacturer of metal packaging and specialist in printing and varnishing on metal since 1890. Areka SAS is a French based company specialized in the distribution of pocket candies. PF Concept, the European subsidiary of Polyconcept, will remain selling Areka products in most European countries as a distributor. "The divestment of Areka is a step for Polyconcept towards rationalizing our business portfolio, and we are very happy to have found a good home for the people and this activity. I would like to thank the Areka team for their contribution to Polyconcept for so many years, and we wish both Areka and Boudeville and Fontaine great success in the future" says Ralf Oster, CEO of PF Concept. **www.polyconcept.com – www.pfconcept.com**

**PF Concept International B.V.**





## Inspirion relies on green energy

Inspirion has found its place in the sun: the Bremen-based importer and supplier of promotional products is going to cover the entire electricity consumption of its Hungarian subsidiary in future with ecological, self-produced energy. The company is installing a brand-new, state-of-the-art solar system at its Törökbálint site near Budapest. "This is a sign of innovation, sustainability and sparing use of natural resources," explains Inspirion Managing Director Sönke Hinrichs. In the past two years, Inspirion in Hungary has already invested heavily in a new high-bay warehouse and a printing press with extensive new machinery. "We are now able to deliver large quantities of products within a short period of time and to finish our products in the highest quality using all desired types of printing. The new solar system is thus

### Inspirion

another logical step in our strategy of expanding our site in Hungary into one of the most modern and innovative in the entire industry anywhere in Europe," says Sönke

Hinrichs, explaining the strategy. The powerful solar panels will be installed on the roof of the Inspirion warehouses in Törökbálint. When running operations in the warehouse, printing shop and administration, Inspirion will no longer need any external power. Outside its own operating hours, the self-produced energy will be fed into the public grid. On days when the sun is not shining, Inspirion can buy this power back for free from the local energy service provider, so there is no need for cumbersome storage. "With this new system, we are giving our customers the comforting feeling that they are in good hands at Inspirion when it comes to selection, quality, service and sustainability," says Sönke Hinrichs. "And it fits in perfectly with my penchant for Budapest – a city where the sun always shines for me."

[www.inspirion.eu](http://www.inspirion.eu)

## Excellent: creative cooking with "emotion"

The Black Forest Tapas 2 cookbook from the cooperation partner of emotion factory, two Baden-Württemberg/Germany hobby chefs who interpret small delicacies in a modern way, is not only excellent in taste but was also acclaimed as the best Book of the Year at the Gourmand Cookbook Award national. The stainless-steel moulds from emotion factory paired with recipes for Black Forest delicacies thus form a culinary-creative and now even an award-winning promotional product with a twist. [www.heri.de](http://www.heri.de) – [www.emotion-factory.com](http://www.emotion-factory.com)

### emotion factory



Recipe pad Black Forest tapas with stainless-steel cutter.



## “Reading Initiative for Refugee Children”

The German company Zustell-, Transport- und Vertriebsgesellschaft mbH & Co. KG (ztv) won the tender for the nationwide “Reading Initiative for Refugee Children” programme in May 2016 and already successfully completed the first campaign promotions in 2016 and 2017. The programme familiarises refugee children and their parents at initial registration facilities with story-telling and reading in order to gain initial access to the German language and to support learning to read. It is funded by the Federal Ministry of Education and Research and carried out by Stiftung Lesen. With this first

### ztv Logistik and Stiftung Lesen

campaign, ztv Logistik qualified for further campaigns with services from its business units Logistics for Promotional Campaigns and Fulfilment. In 2018, ztv Logistik will take care of packaging the reading starter sets consisting of a book “Welcome – My first picture dictionary”, LS bag and LS flyer for refugee children. In the spring, ztv will also package the reading and media boxes for the “Reading Initiative for Refugee Children” programme consisting of about 35 different books and ten games. The reading and media boxes will allow children of different ages and their parents access to language-enhancing reading and playing media. So even older sibling children can be involved. The reading starter kits for refugee children will be distributed to the initial registration facilities in four mailing campaigns throughout 2018, the read and media box in a one-off mailing campaign. [www.ztv-logistik.de](http://www.ztv-logistik.de) – [www.lesestart-fuer-fluechtlingskinder.de](http://www.lesestart-fuer-fluechtlingskinder.de)



ztv takes care of packaging the reading starter sets.

## A Mini for maximum performance

For over 10 years, trainees at Maprom GmbH in Höxter have been given a special kind motivation: the performance and demeanour of all trainees are re-evaluated every month. Those who are particularly committed, do a good job and quickly perform their tasks have the chance to be named “Newcomer of the Month”. “It all depends on the overall impression,” explains Managing Director Henner Marquardt. Taken into account are achievements at school as well as “soft skills” such as demeanour in the departments. According to the company, the respective top performer can drive a Mini Cooper Works Convertible for a month as a reward and motivation for his performance. There are currently 14 trainees in the Maprom team of about 200 employees. For over 30 years, the company has been involved in importing, producing and finishing textile promotional products. By its own account, it is now one of the leading suppliers of textile promotional products with its own embroidery and printing in Europe.

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

### Maprom



Highly motivated - Maprom trainees are allowed to ‘step on the gas’ for one month at the company’s expense as a reward for their special commitment.

At the beginning of February, the GWW (General Association of the Promotional Product Industry in Germany) held its annual general meeting in Hanau. The board and the sections had already met the day before. In addition to internal matters, new elections as well as the issues of existing and future working groups were on the agenda.

## GWW Annual General Meeting 2018

# The future in mind

The new GWW board: (from left to right) Sven Weiß (Brand Product Section), Jürgen Geiger (Supplier Section), Frank Dangmann (Chairman), Martin Heinemann (Business Partner) and Ronald Eckert (Distributor and Consultant Section). Following the departure of Michael Freter, the position of the PSI on the board was not filled.



**W**he agenda of this year's annual general meeting of the GWW ensured that extensive discussions would be necessary. In addition to the economic report and the reports on the association's work and projects, two votes were on the agenda. First of all, the members had to decide on a motion to restructure the association, and secondly, a new position on the board had to be filled. 128 participants had come to Hanau and, together with the submitted authorisations, 146 members were entitled to vote. With 50 new members, the association continued to grow in 2017.

### Positive outcome

At the beginning of the meeting, the association presented the economic results of the 2017 financial year. A surplus ensured there will be a "war chest" in the next round. Overall, the executive board gave a positive review of the association's work. After the complex merging process of the individual associations, new challenges had to be mastered

in the past two years. The latest promotional product monitor, which was presented at the meeting and is carried out by the GWW each year, confirmed a positive development for the industry: the industry turnover reached 3.5 billion euros for the first time. The political work is also showing signs of success. The GWW is conspicuously represented in the policy paper of the Federal Association of Wholesale and Foreign Trade (BGA) with two pages of political demands. Frank Dangmann, the former and new chairman, praised the cooperation with the BGA, which has since expanded to the EU level. With the help of advisers, significant progress has also been made in taxation policy. The fact that industry customers no longer have to maintain receipts for promotional products up to 10 euros has given the industry significantly more stability and security.

### Great need for discussion

A fundamental discussion of internal issues of the association was necessary. For quite some time, beginning immediately after the reorganisation, the current and the new





structure of the association has been discussed within the GWW. Some members, predominantly from the ranks of distributors and consultants, were and are of the opinion that the division of the association into sections is neither in keeping with the times nor beneficial. Across all sections, there are more connecting topics than dividing topics. These ranks therefore motioned that the board should develop a new association structure. The goal should be to dissolve the sections. Inevitably, this would have undermined the new “old” statute and a new set of rules would have to be created. The supporters of this position were confronted with the argument that a new amendment to the statute would lead to no end of additional expenditure and effort. Frank Dangmann also made it clear that one could certainly work together with the current rules in a new and unconventional manner without necessitating a new statute. He announced regional conferences where attendees could and should sit down together at a table. That had a calming effect in the discussion. First of all, it is important to restore calm and to dedicate oneself to the upcoming tasks of the general association, added Dangmann. An argument that received a lot of applause.

### Existing structure confirmed

The vote on the motion was chaired by lawyer Andreas Kammholz who has been advising the association for years. He summed up the position of the proposers once more and at the same time pointed out the importance of sections as competence forums with a thematic filter function. He pointed out that the dissolution of the sections would only shift the existing problems and suggested that the role of the sections within the current structure should be reconsidered and filled with new content. Finally, the motion was rejected by secret ballot by 106 votes to 39 with one abstention. Frank Dangmann then promised the proposers: “We understand and will give more room to internal discussions.”

### Internal discussions ended

On the occasion of the board meeting of the association at the end of November 2017, the board members Michael Freter (Managing Director of PSI) and Manfred Schlösser (owner of Edit Line publishing house and edi-

tor-in-chief of the PSI Journal, Business Partner Section) had already announced that they would be stepping down from the board on 1 February 2018. Both cited the need to restore calm as the reason for this step. Too much had been said about the sections and the PSI. The same people who voiced their discontent with the sections and the statute also voiced concerns that the PSI was too heavily represented on the board and had a position that was too dominant. An argument that in view of the majority situation seems incomprehensible to many members. But that is not the reason for the decision taken by Freter and Schlösser: they simply wanted to end the vexing discussion and give objective work a chance. No replacement was appointed for the position of the PSI on the board.

### Board newly elected

Frank Dangmann thanked Michael Freter for 9 years, Manfred Schlösser for 15 years of dedicated board work. He regretted their decision and said that the board would lose a lot of expertise and productivity. However, they promised to continue to assist and actively support the goals of the GWW even without a position on the board. The following persons were elected: Jürgen Geiger (Supplier Section), Ronald Eckert (Consultant Section) and Frank Dangmann (First Chairman). They had run again and were unanimously confirmed. Sven Weiß and Martin Heineemann, who had just been elected the day before as the newly elected chairmen of the Brand Product and Business Partner sections, stood for election. They too were unanimously elected.

### Tackling factual issues

In his closing words, Frank Dangmann said he was very satisfied with the results of the day. Discussions also belong to a vibrant association. The important thing is that the results mark a conclusion and that the focus could return to factual issues. In addition to the day-to-day work of the association, three working groups will develop and implement the central themes of the association: digitalisation, quality through a seal of quality, and public relations under the working title “Pro Promotional Product”. The next important GWW date will be the summer meeting on the occasion of the Trend. <

On 18 January 2018, it was that time again. The Kaldenbach Group welcomed guests to its [kuadra: t] in-house trade show at the Dauphin Speed Event Hall in Hersbruck near Nuremberg. The topic of sustainability was at the centre of this year's trade show of the Franconian promotional product specialist.

## Kaldenbach Group – [kuadra:t] In-house trade show

# Merchandising meets environmental awareness



Exhibitors and visitors took time for in-depth discussions.



**W**ith a clear emphasis on sustainability, the team of the promotional product specialist Kaldenbach Group from Hersbruck near Nuremberg welcomed its customers at the familiar event location, the Dauphin Speed Event Hall. The in-house trade show [kuadra:t] also strikingly set the scene for this theme for the supplier partners. Five environmentally friendly hybrid and electric vehicles were placed in front of the entrance as a statement for a resource-conserving future which Kaldenbach has committed itself to in its entrepreneurial activities. The latest [kuadra:t]

presentation also showed numerous new products that comply with ecologically and ethically responsible principles and goals. Some 120 visitors were also impressed by the variety and colourful, advertising-intensive mix of products that allow sustainable advertising with a clear conscience. At the reception, visitors received a welcome drink as well as a jute bag. Adequately equipped and invigorated, the visitors headed off to the stands which provided an insight into the new products of the colourful world of promotional products and accessories.



### High-quality diversity

On around 600 square metres, more than 20 exhibitors presented new, alternative products for the sporting event of the year, the FIFA World Cup, as well as ecological merchandising products. In the exhibition area, high-quality wrist watches made of wood from the company's own brand camarc®, gel pens and highlighters for erasing, and non-tipping vacuum bottles, among other things, were presented. The proven evergreen pen and the storage medium, the USB stick, were also on show in a wide range of shapes and colours – including the Heimrich1904® Diamond ballpoint pen with fine honeycombs in a diamond shape, and the deceptively real-looking spark plug which turned out to be a USB stick.



### Sophisticated ecological concepts

Of course, in view of the upcoming World Cup, no visit would be complete without the theme of football as an advertising medium, represented by the BRONSON® brand. In keeping with the theme of the in-house trade show, mugs made of the renewable raw material bamboo as well as sturdy note boxes made of recycled material showed how sustainable and ecological promotional products can be. Well-conceived ecological concepts could also be found in the confectionery sector. For example, FamousFood® reduces packaging to the bare minimum for the products TeamBoxx and SweetCard, and is particularly reusable for the TeamBoxx. Nevertheless, both products offer a variety of design options for the most diverse advertising messages – also as a TeamBoxx edition for Easter and for the upcoming World Cup.

### Leisure for new things

In order to clear one's thoughts of the numerous impressions and information about the products on display, there was an hourly guided tour of Europe's most significant private classic car collection. In addition, the well-being of the guests was taken care of with exclusive finger food, refreshments and seating areas. Some 120 visitors were able to gather information about all the new products from the ex-



20 exhibitors presented new, alternative, ecological and beautifully designed products on around 600 square metres.

tensive field of representational advertising, while the Kaldenbach Group was able to further raise the awareness of their guests for sustainability and the environment.

### Sustainability and CSR at Kaldenbach

As a pioneer in adopting an eco-friendly approach in the promotional product sector, the Kaldenbach Lifestyle Merchandise Group has been using green electricity from its own photovoltaic system for many years. In addition to reducing CO2 emissions from production and transport, the company has been investing in the ClimatePartner hydropower project in India since 2016 to compensate for unavoidable CO2 emissions. Furthermore, since 2017, production and product development have largely avoided the use of environmentally harmful plastic and have generally focused on preventing waste. And in 2018, the first electric car joined the Kaldenbach fleet. This marks the beginning for the Kaldenbach Group to pursue further innovative and sustainable ideas and to consciously shape the future. The ethically correct treatment of people worldwide is one of the guiding principles that the Kaldenbach Group has set itself. Each brand of the Group supports a particular socially committed organisation. For example, ZR-X® supports Regine Sixt Kinderhilfe, FamousFood® supports the WFP World Food Program, HEIMRICH1904® supports the Care® aid agency, BRONSON supports amnesty international, and Kaldenbach supports the children's charity UNICEF. In the case of the camarc® brand, ethnic standards such as pay and working conditions are based on the Business Social Compliance Initiative (BSCI). "With this social commitment, the Kaldenbach Group is trying to make people's lives a little better," says Managing Director Marco Kaldenbach.



Elegant: wrist-watches of the Kaldenbach brand camarc®. Here are the models Imola (left) and Tough.

The latest edition of the Werbemittelmesse München (wmm) – trade show for promotional product trends and new products – continued the successes of previous years. On 23 and 24 January, more than 1,300 executives and marketing decision-makers from the industry and SMEs visited southern Germany's largest promotional product trade show.

## Werbemittelmesse München – wmm 2018

# New products, trends and **know-how**



This time, Werbemittel Messe München switched to the even larger Exhibition Hall 4 of the MOC Veranstaltungszentrum in Munich.



On behalf of the wmm sponsors, the promotional product agencies admixx, AmedeA, CD-Werbemittel, EIDEX and the Hagemann Group, Promo Event Veranstaltungsdienste GmbH invited guests to this info event on haptic advertising for the twentieth time. As in previous years, the venue was the MOC Veranstaltungszentrum in Munich. However, this time, the organisers moved to the even larger Hall 4, where more than 110 exhibitors – including numerous start-up companies – presented trade visitors with new products, trends and innovations from the world



In Munich, too, an important emphasis was placed on sustainable promotional products.



of promotional products. The visitors were individually advised and were able to take home numerous creative ideas and suggestions for their own marketing. "The benefits of the digital world are all well and good, but there's nothing like "feeling and experiencing" promotional products. That's where I find ideas for the rest of the year," said a visitor in a representative comment.

### Promotion area is a crowd puller

Situated between the exhibitor stands, this year's promotion area turned out to be a crowd puller. With a wide range of trend topics from marketing and communication, visitors were encouraged to think out of the box of common advertising possibilities. The innovative 3D sensor technology of IMANOX.FX one transported the astonished guests into "new visual worlds" in the blink of an eye. Virtual reality glasses from Blue Silver illustrated how this innova-



The promotion area proved to be a visitor magnet with various trend themes.

tive technology can be used effectively at companies. "True-to-life" examples of this were special product presentations and a rapid water slide. Creakom.tv used case examples to demonstrate how to use video streaming for webinars, virtual conferences or hybrid events. And with the help of fragrance tents, Echion AG demonstrated how effectively scent marketing is used today, and gave visitors in-depth advice on possible uses of multisensory marketing.

### Bundled expert knowledge

The trade show was once again accompanied by an extensive seminar programme. Top speakers presented topics from the fields of communication, marketing and advertising in their lectures. Prof. Dr. Stefan Gröner (strategy consultant), Walter Kohl (best-selling author), Marc Gassert (magician) and Kishor Sridhar (expert for emotional economics) conveyed in an impressive and entertaining way easily comprehensible and practice-oriented helpful know-how and bundled knowledge for modern communication.



Guests were again well looked after by the wmm service team.

### Quality and infotainment

Every year, wmm surprises its audience with its diverse portfolio and numerous new haptic promotional products. The current trend towards sustainable promotional products was also clearly recognisable in Munich. Furthermore, the emphasis was on digital promotional products that amaze. The quality and infotainment of the wmm are also well known in neighbouring Austria. For example, a graduate class from a marketing school used the trade show to get to know the promotional product scene. The agenda of the visiting youngsters also included a talk by Michael Hagemann who emphasised the importance of promotional products in the media mix. A guided tour completed the visit.



### Worthwhile event date

The wmm once again proved to be a worthwhile event date for organisers, exhibitors and guests. According to the organisers, "more than 15,000 quotation requests suggest an economic success for the exhibitors". In view of this success, Promo Event GmbH has already scheduled the next wmm to take place on 23 and 24 January 2019. <

Experts conveyed helpful know-how and bundled knowledge for modern communication in an impressive and entertaining way.



The recent PSI 2018 has once again confirmed that **promotional textiles** are quite fashionable and indeed set **fashionable trends**. The product selection on the following pages underscores this assessment.





## Vase for all situations

The attachments are small plastic mini-vases that can be fitted to a bicycle handlebar, used together with a suction cup or magnet on the fridge or for the toothbrush in the bathroom. "Meine Anhängsel" offers the versions LOM and BØK named after Norwegian fjords. Attachments can be customised in any pantone colour as well as with a logo. Thus, not only will the polygonal objects remain on the bike, mirror or refrigerator in the long term, but also in the memory of the target group.



## Strong partner

As a strong partner and, by its own account, one of the best in the industry, KLAM Textiles Marketing & Stickerei has been finishing everything that the textile industry has been offering for almost 30 years. Embroidery is carried out elegantly and in a high quality, the yarns used are colour-intensive and of high quality – thus meeting all customer requirements. The specialists at Klam accompany their customers right from the outset and implement their wishes and ideas with a wealth of expertise.

BEREITS AB 100 STK.  
MIT KUNDENBRANDING  
& UMPACKUNG  
WELTMEISTERMÄßIG

GRILLEN  
SNACKEN FLEISCH  
DIPPEN  
SALATE FISCH

Premium Sauce  
N°1  
CURRY KETCHUP  
123 KJ / 29 Kcal pro 100g  
NET WT 240 ML  
LOW CARB LOW FAT 100% TASTE

VERSICHERUNG  
Premium Sauce  
N°1  
PINEAPPLE CHILI  
180 KJ / 43 Kcal pro 100g  
NET WT 240 ML  
LOW CARB LOW FAT 100% TASTE

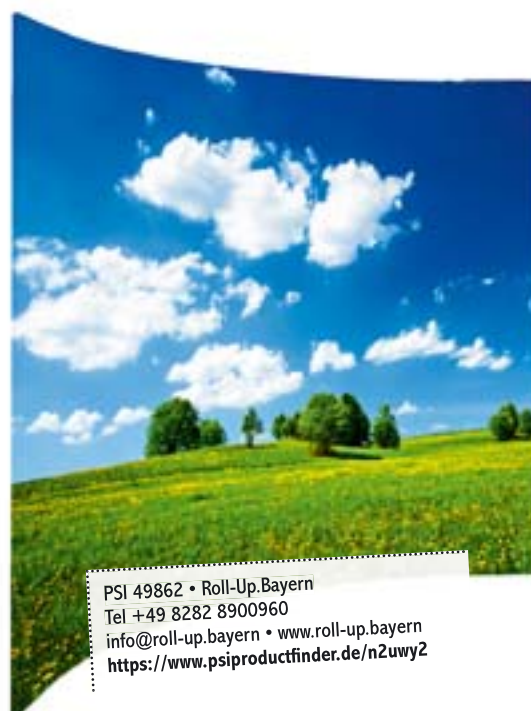
4 SAUCEN  
4-9 KCAL\*  
✓ LOW CARB\*  
✓ LOW FAT  
✓ LOW SUGAR\*  
100% TASTE

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BeHappy Group GmbH | Erbacherstr. 107  
64287 Darmstadt | Tel.: 06151/177429-0  
\*je nach Geschmacksrichtung pro Portion (15ml)



## No chance for stress

Giving Europe has created the Fruit keychain made of soft PU foam so that fast stress management is possible on the go. With this keychain, customers will always have their anti-stress ball in the modern fruit design at hand. It is available as an apple, lemon, orange, strawberry and banana. Advertising is applied by pad printing.



## Big wall very small

New to the assortment of RollUp.Bayern are the versatile Zipperwalls. These presentation surfaces are both curved and waved. Each zipper wall can be customised according to customer requirements. They are characterised by their sleek design, are extremely lightweight and fit comfortably in a bag. In addition to the aluminium system, delivery includes the fabric with a zip and matching carrying case.





JAMES &  
NICHOLSON

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---

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PSI 49354 • Fifty Five OHG  
Tel +49 2738 30540  
info@fiftyfive.eu • www.fiftyfive.eu  
<https://www.psiproductfinder.de/ztezmi>

## Evergreens in knit fleece

Fifty Five claims the two knitted fleece jackets Saint Catherines for women and Saint Johns for gentleman are real evergreens. According to the supplier, these exceptionally warm jackets are a real eye-catcher in any sporty business wardrobe. Both models can be stylishly personalised by embroidery. They are made entirely of polyester, are knitted and brushed inside. The jackets are available for men from size S to 6XL and for women from 34 to 52 in the colours mottled light grey, mottled black, mottled turquoise, mottled red and mottled dark blue.

## Cute retro advertising

Anyone with a sweet tooth knows the classic glucose sweet from Frigeo from their childhood. Back in your own childhood, you indulge in memories of nonchalance, joy, playing and fun. Nowadays, this past is retro and retro is totally hip. That is why you make the right choice when selecting the glucose sweet from Kalfany Süsse Werbung as a promotional product for modern textiles or caps. The selection of fruity flavours such as cherry, strawberry or tropic ideally complement the glucose experience. Kalfany personalises the white glossy foil according to customer requirements under IFS standards.



PSI 42706 • Kalfany Süße Werbung GmbH  
Tel +49 7643 8010  
info@kalfany-suesse-werbung.de  
www.kalfany-suesse-werbung.de  
<https://www.psiproductfinder.de/nty5nt>





PSI 47758 • Intermedia Time SPA.  
 Tel +39 421 492106  
 info@intermediatime.it  
 www.intermediatime.com  
<https://www.psiproductfinder.de/ztdhog>

## Elegantly chic on the wrist

As a wristwatch specialist, Intermedia Time Spa has a vast collection of promotional watches that can be personalised in a variety of ways and with many components together with the customer's logo, from just ten units. Among other things, the company also produces Swiss watches at its own manufacturing plant in Switzerland. Italian genuine leather, innovative design, meticulous preparation, skilled craftsmen and specific technology guarantee high-quality products.



*Die Handschrift der Werbung*



TRINITY SI GUM  
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# BLACKLINE

by uma

[www.uma-pen.com](http://www.uma-pen.com)



PSI 45753 • Anda Present Ltd.  
Tel +36 1 2100758  
export@andapresent.hu • www.andapresent.hu  
<https://www.psiproductfinder.de/ztljyj>

## Show your colour

With customised MOJO polyester bracelets and plastic buckle from Anda Present, the advertising message is virtually present at every "handshake". This gadget offers a cool way to present the logo or CI of the advertising company. By using sublimation printing, the entire surface of the bracelet can be customised with unique designs. More information about this product can be found in the current COOL 2018 catalogue.



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

## New models

Hermann Flörke GmbH has introduced three new erasers this year. The standard range now includes the models House, Piggy and Beetle. All three can be finished on one or both sides in up to four colours by using digital printing. They are environmentally friendly on a TPE basis and made without plasticisers or phthalates. On request, further standard shapes are available and the creation of individual special shapes is also possible. The matching Box90 offers a generous advertising space which can also be finished in four colours with individual designs and advertising messages.





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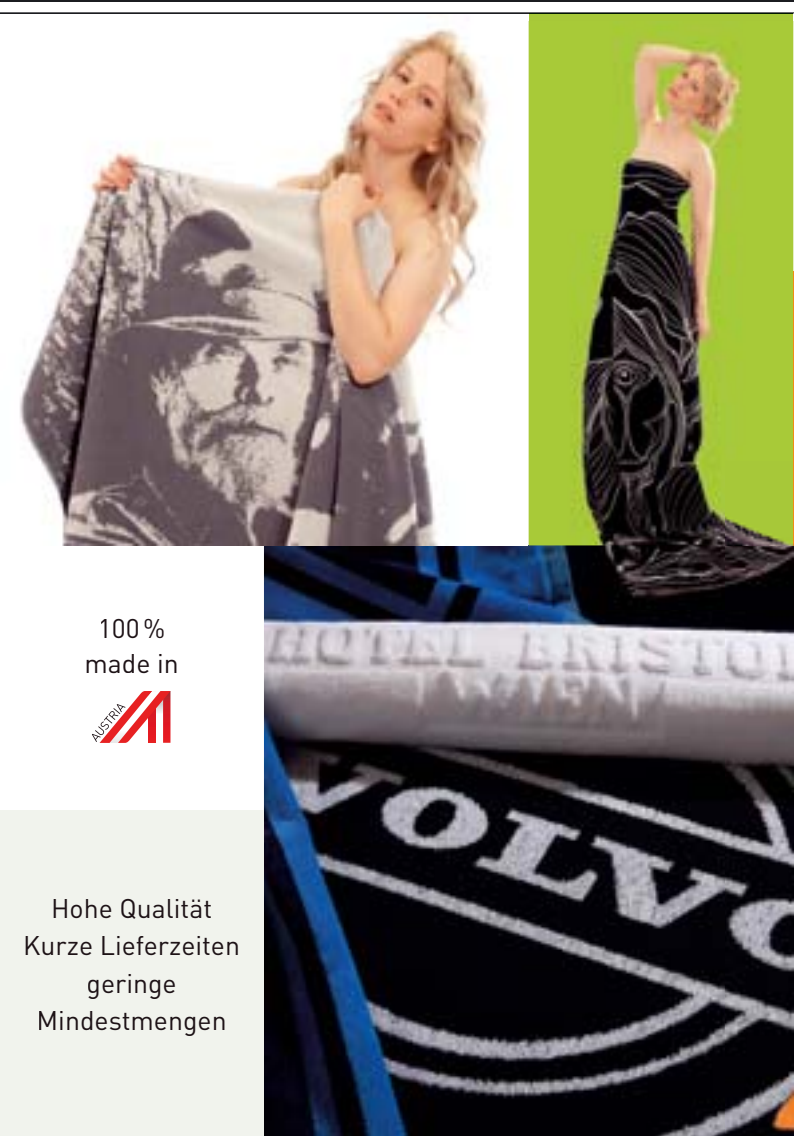
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## Chic accessories

Ties and belts from Promo House are coordinated with a unique design: Natural silk for the ties and natural leather for the belt speak a clear language. The designers of the company create a balance between the demands of their customers and current fashion trends. All products are developed in the Promo House graphics studio, taking customer requirements into account. Individual finishing techniques such as textile printing, jacquard weaving and embroidery can be selected according to the intended requirements of the design.

## Strong cover

Strong protection for a valuable smartphone is offered by the "Smarti" leather case from Bühring. The cowhide case is made on a project basis and is entirely Made in Germany. Smarti protects the smartphone with sturdy leather, secured by a locking latch. The microvelour lining simultaneously cleans the display. Bühring recommends a blind embossing on the leather to apply advertising. The delivery time is about 4-6 weeks after release of the sample and logo, depending on the quantity and availability of the colour.



PSI 40807 • Gabriele Bühring  
Tel +49 41 54 795400  
vertrieb@buehring-shop.com  
www.buehring-shop.com  
<https://www.psiproductfinder.de/ymmynj>





PSI 48106 • Produktionsteam Gesellschaft  
für Medienproduktion mbh  
Tel +49 211 20545490  
info@produktions-team.de  
www.produktions-team.de  
<https://www.psiproductfinder.de/ymu1yz>

## Limitless creativity

When producing the freestyle functional shirt from PT Sport, the fabric panels are first printed before the finished shirt is produced in the second step. This procedure allows the greatest possible creativity in the final product. The layout can extend over both the seams and the outer edge of the garment. It does not matter how many colours from the 4-c spectrum are used. The material is breathable, quick-drying and moisture-wicking.

## Sporty with a signal effect

The Sportsman from Inspirion is a real eye-catcher. The baseball cap in three bright neon colours ensures that the wearer cannot be easily overlooked. The colourful visor provides optimal glare protection against bright sunlight and a shady spot for the nose. The coloured seams, the four embroidered air holes and the button stand out well on the black cap. Additional attention is drawn via advertising on the easily printed and reinforced front panel. Thanks to the size-adjustable Velcro fastener behind the head, the 5-panel cap promises high wearing comfort.



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



PSI 49877 • Butterfly Effect –  
The Important Man Ltd  
Tel +972 989 19195  
sales@butterfly-e.eu • www.butterfly-e.eu  
<https://www.psiproductfinder.de/mdi0nd>

## Butterflies as ambassadors

The Butterfly Effect is a new promotion tool from Butterfly. The magnetic butterflies can be colour true and provided with individual messages, presented easily visible for a long time. The large full-colour printing range of the UV-resistant butterflies can be ordered with several different designs in each order. In this way, different messages can be realized in one edition. Incidentally, the butterfly can also be used as a business card.



## Powercap for young and old

A stylish baseball cap is always popular and offers the perfect background for widely visible advertising messages. Macma has now introduced a six-panel cap that can be worn by both children and adults. The polyester cap features a reflective border and a Velcro fastener. It is AZO-free coloured. The smart cap is printed with a logo or advertising message on the front.

PSI 40909 • Macma Werbeartikel OHG  
Tel +49 911 9818133  
verkauf@macma.de • www.macma.de  
<https://www.psiproductfinder.de/n2i4nd>

## Skilfully highlighted

When you take a seat at a lovingly set table, napkin rings are the icing on the cake. So if you want to skilfully grab attention, advertise with engraved napkin rings from Römer Lifestyle. The ROMINOX® Phero napkin rings are made of high-quality stainless steel, satin brushed, and fit any ambience with their timeless appearance. Consisting of four rings, the set is packed in a high-quality gift box and can be finished by engraving.



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



PSI 42811 • Boomerang S.A.S.  
Tel +49 9369 9849974  
aszirota@citizengreen.de  
www.citizengreen.de  
<https://www.psiproductfinder.de/ymjhzv>

## Definitely not lopsidedly wrapped

Bandanas are in – whether as a head, neck or shoulder scarf or even as a cool accessory for four-legged friends. Boomerang now offers a particularly attractive trend scarf with photorealistic sublimation printing. The FOUTQ01 bandana can be finished in full-surface photo quality in high resolution, which is predestined especially for advertising messages. Printing is based on pollutant-free water colours and is light and wash resistant.



# CAP & CO



5-Panel-Baseball-Cap  
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Art. 56-0701601



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t the beginning of the new year, the promotional product specialist PF Concept not only presented more than 200 new products at the leading European trade show PSI, but also a future-oriented catalogue concept which was developed especially for the individual needs of the different target groups.

## The new PF Concept catalogue concept 2018

# Simple, efficient and inspiring



PF Concept now offers even more efficient tools for the presentation and sale of its products.

### PF Workbook – a comprehensive reference work

The new PF Workbook is a reference work containing around 700 pages aimed at promotional product distributors. The catalogue features a clear layout that provides a fast, efficient overview and access to all relevant information about the entire collection. A table of contents with colour codes facilitates the search for the different product categories and articles, which are also sorted according to price level. In addition, the available digital PF portal provides further updated information as required and enables orders to be placed directly.

### LABEL: Inspiration for selecting products

The new promotional product catalogue and LABEL catalogue are each aimed specifically at the end customer and provide inspiration for selecting products. More detailed information on the materials, features and decoration possibilities of the products as well as high-quality product and mood photos arouse curiosity and stimulate the active demand at the distributor. The promotional product catalogue shows about 70 to 80 per cent of the entire collection, with a particular focus on the Avenue and Bullet product worlds as well as best-sellers and new products. The LABEL catalogue is dedicated entirely to the textile portfolio of PF Concept: It covers the entire collection of Elevate and Slazenger. Lifestyle photos highlight the collections and illustrate the finishing on the clothing. In addition, there are corresponding size charts. Both catalogues also address the important issue of sustainability.

**A**s part of its progressive digitalisation, PF Concept has comprehensively revised its catalogue concept and now offers even more efficient tools for the presentation and sale of its products. The realignment was based on extensive discussions with distributors and their customers about the daily use of the catalogues. As a result, from 2018 onwards, there will be three different types of publications that will respond optimally to the respective needs and wishes of the target groups on- and offline.





The Enjoy Magazine which is published four times a year, highlighting trends, informing about new products and thus providing inspiration.

### Enjoy Magazine: new products and trends

The third element of the catalogue concept is the Enjoy Magazine which is published four times a year, highlighting trends, informing about new products and thus providing inspiration. It is aimed at the promotional product distributors and end customers. Another advantage: The promotional product catalogue and LABEL catalogue as well as the Enjoy Magazine are light and can easily be sent by post. They are also available in the PF Portal and can be sent digitally. The new concept is rounded off with a customisation option for promotional product distributors: You can quickly and easily obtain the new reference works from PF Logo Express with their respective logo and contact details. .

## "The PSI format suits us."

We asked Ralf Oster (CEO of PF Concept) and Peter Stelter (PF Concept Country Manager DACH 2018) about their impressions of this year's PSI.

### How did the trade show principally go from an international management perspective?

Ralf Oster: "The PSI 2018 went very well again for PF Concept. In particular, our customer relations in DACH, the Benelux countries and Eastern Europe benefit from this important date at the beginning of the year. Our numerous visitors got a comprehensive overview of our current product portfolio and gave us a very positive feedback. We had a lot of work to do on every day of the trade show. In particular, the launch of SPS products, which have been distributed by PF Concept in Europe since January, has been very promising. All in all, I am very satisfied with our stand, with our colleagues and with the numerous conversations with our customers."

### How important is the trade show for PF Concept?

Ralf Oster: "The format of the PSI Trade Show continues to suit us. In Düsseldorf, we focus on our business relations in DACH, the Benelux countries and Eastern Europe. This makes it an excellent addition to the strong local markets in the UK, France, the Nordic region, Spain and Italy. So, I see no reason to change this concept."



Ralf Oster, CEO  
PF Concept



Peter Stelter, PF  
Concept Country  
Manager DACH

### How did the trade show go for PF Concept Deutschland?

Peter Stelter: "We attracted over 10 per cent more visitors than in the previous year and are more than satisfied. It is particularly pleasing that not only has the number increased. We also greatly welcome the high intensity of discussions, including those about sustainability. Not only are new products increasingly at the centre of attention, but information on sustainable action and a general understanding of this area also attract interest."

### What were the highlights?

Peter Stelter: "There were several. Of course, one of our major topics this year was the expansion of our portfolio through the acquisition of SPS, which allows us to offer many additional, very attractive products as well as a new printing technique. Our customers reacted very positively to this. Among other things, we were able to inspire many visitors at our stand with the presentation of our extensive umbrella collection. In addition, we showed a variety of new products from our Bullet and Avenue brands: Particularly worth mentioning are the drinkware models with high-quality copper vacuum insulation. For example, the drinking bottle and cup from the Thor collection which we presented at the trade show as PSI First products for the first time. And in the tech field, multifunctional products are among our highlights: for example, a flowerpot with an integrated Bluetooth speaker – a product that combines the areas of tech with home and living, as well as the Bluetooth In Ear – noise cancelling earphones.

### How successful was the Industry Day for PFC?

Peter Stelter: "We recorded an increase compared to the previous year. Overall, Thursday was better attended, not only by industry customers, but also by distributors."

Since 1 December 2017, Wolf Creemers has been the new managing director of the Dutch promotional product supplier Giving Europe, following the long-standing managing director and co-founder Stef van der Velde. Wolf Creemers talked to us about his motivation to go to Giving Europe and about the future of the company and the industry.

## Interview with Wolf Creemers, CEO of Giving Europe

# “Offering optimal performance”



Wolf Creemers is the new man at the head of Giving Europe and thus succeeds Stef van der Velde.

**B**efore joining Giving Europe, the 45-year-old worked as an independent interim manager and consultant, as associate partner at Boer & Croon (a Dutch management consultancy) and as manager at AkzoNobel, the large paints and chemicals company.

### What made you decide to become managing director of Giving Europe?

I was approached by a head-hunter. He did not tell me which company or industry it was. But what he described to me was extremely appealing to me. The importance of products, the ability to create a brand image, repositioning a traditional sector. Honestly, I never expected him to be talking about a company in the promotional product industry. Based on the anonymous job description I first expected it to be the automotive industry. The idea of becoming the managing director of such an exciting company and developing new ideas and strategies was so exciting for me that I said “Yes, I do”.

### What plans/goals do you have with/for Giving Europe?

I want to achieve one thing in particular with the entire Giving Europe team: to enable people to achieve optimal

performance. Outstanding products are our basis for this. But what we offer on top is goal-oriented advice. We talk to our customers and work with them to find out what is important to them. We want to help distributors to make their business even better. Being able to provide individual, professional solutions simply makes the difference. For us and for our customers.

### How do you assess the development of the industry?

I think the entire value-chain will improve and gradually be more connected. From producers, to suppliers, to distributors. Distributors need to act more as consultants towards the industry customers and advice to them on the best use of promotional products to reach certain marketing goals. What would deliver the best return on investment? How nice it would be to substantiate this with the use of hard data. We as suppliers have an important role to play by connecting the dots in the industry chain and helping our distributors succeed. Another important topic is corporate social responsibility. It has to be and it will become the norm. We all have to push this topic. And we must make it clear that a contribution to sustainable development that goes beyond legal requirements is not synonymous with increasing the price of the product.

### How do you rate the PSI and its importance?

It was the first PSI for me personally. Attending the trade show has been very helpful in meeting various participants in this dynamic market at one location. It is impressive that the entire industry meets here and that the PSI attracts industry representatives from across Europe and overseas. We even had visitors from South Africa, Middle East and South America at our stand.





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## Advertising ideas for Easter bunnies

The Easter specialist Jung offers its trading partners **tasteful Easter presents** until shortly before the festival. Easter design templates can be used for many delicious products or, of course, individual designs can be created. The Cup Box with an Easter design, filled with the delicious miniatures mix or the present box with the filling options of the Ritter SPORT chocolate cubes, are just two examples from the extensive assortment. Even jelly beans as colourful Easter eggs or top-sellers such as Lindt Mini Pralinés are perfect as Easter give-aways.

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



## As unmistakable as DNA

No DNA is the same. The latest product from Prodir follows the example of this complex molecule. The new **Prodir DANN pen is extremely versatile and innovative**. It goes to the utmost of what is possible with promotional writing instruments and is aimed at experimental people who want to explore their identity once again. Personalisation at the highest level means: More than 60 elements can be combined to create a unique, customised writing instrument. Not just the tip, push button and clip. The case can also be made up of dozens of interchangeable elements.

PSI 43417 • Pagani Pens SA Prodir Division  
 Tel +49 6762 40690 • sales@prodir.gmbh • www.prodir.com  
<https://www.psiproductfinder.de/ngu0yw>



## Security on the keychain

As a promotional product, the **Kryptonizer** from Hey!blau Labs sensitises the user to handle secure passwords more consciously. Password hackers often access secured data too easily. Passwords that we can remember are usually not very cryptic. "Claudia", "Blume" or "Administrator" are not safe passwords because they are easy to find out through dictionary attack. The Kryptonizer helps to create cryptic passwords. The user uses it regularly for entering passwords and carries it with him as a key fob.

PSI 49016 • Hey!blau Labs e.K. • Tel +49 221 57080199  
 contact@heyblau-labs.com • www.heyblau-labs.com  
<https://www.psiproductfinder.de/mwuzzt>



## Elegant wood for connoisseurs

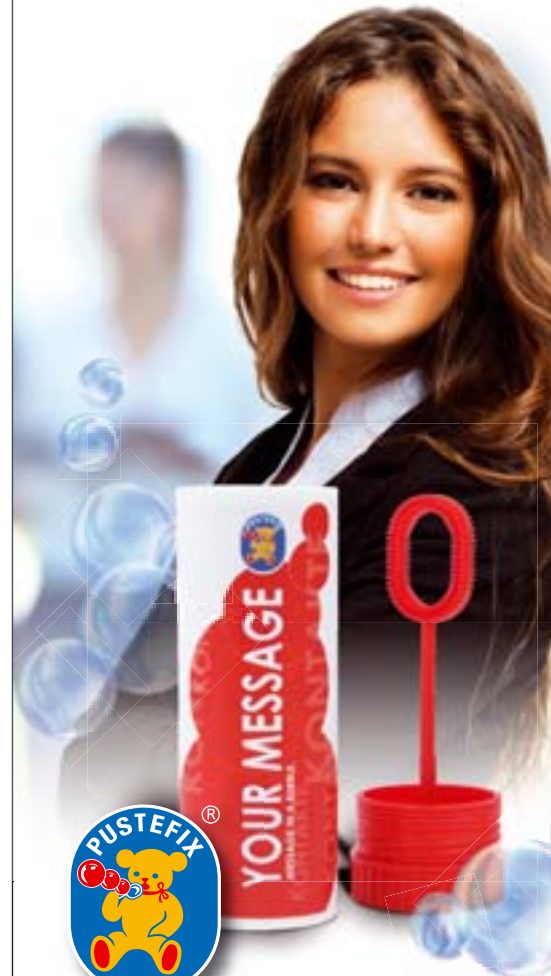
Enthusiasts of beautiful **writing instruments made of wood** will find them at e+m Holzprodukte. Exceptional hand-caressing shapes, individual material combinations from glossy to vintage, and elegant, solid woods make up the magic of the new models. A fine example is Bow, a masculine pen made of local natural oak or smoked oak woods. The metal parts are nickel plated or golden yellow shimmering in brass. Personalisation of the hand-caressing surfaces treated with natural waxes can be done at any time by pressure or laser engraving on the wood.

PSI 42200 • e+m Holzprodukte GmbH & Co. KG • Tel +49 9181 297575  
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## Space saving and always at hand

The fact that around 500 billion disposable cups end up in the waste every year is clearly too much for Bobble. The company knows a solution to the problem and offers an alternative with the reusable **Stojo mug**. The space-saving mug is spill-proof, collapsible, reusable and fits in every pocket. It is suitable for both cold and hot drinks, is made of recyclable materials and yet is dishwasher safe. The collapsible cup is available in six colours.

PSI 49381 • Bobble Europe • Tel +31 6 18194286  
info@waterbobble.nl • www.waterbobble.nl  
<https://www.psiproductfinder.de/zgq5md>



## To screw and enjoy

Wera's new "Screwing and Enjoying" **Incentive Set** includes one of the most popular professional quality Phillips-tip screwdrivers. An outstanding feature is the trademark-protected "Kraftform" handle, the shape of which optimally clings to the human hand. The lasered tip with its sharp-edged surface structure literally clings to the screw head and prevents it from slipping out of the screw. The special extra: the Wera bottle opener as an important helper during every break and at every party.

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



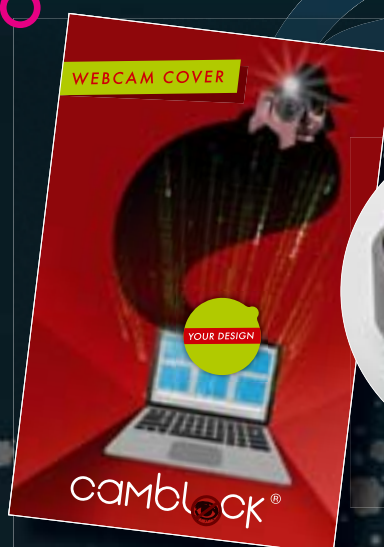


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HEY!BLAU LABS

## Sweet start to spring

Lots of **new, sweet advertising ideas** are waiting to be discovered at MAGNA sweets this spring. With the original PowerBar in two different flavours, MAGNA sweets has launched a new brand product onto the promotional product market. The crispy energy bar is provided with a custom printed advertising sleeve. The mini pralines from Lindt are available in a silver cardboard box. In addition, they can be finished either with a simple sleeve or with a pop-up sleeve in two different designs. Both sleeves are individually printed and packed to customer requirements.

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



## Time for ticking advertising

The brand-new promotional cube clock from emotion factory is a **creative time indicator** and six-fold promotional ambassador in one product. Conveniently delivered in plano, the give-away can be perfectly distributed. There is room for a printed individual promotional message on all six sides of the cube. The set is delivered with a high-quality clockwork Made in Germany, a battery and a cardboard box. If you like humorous Black Forest flair, the watch is also available as a cuckoo clock.

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

## Only pure fruits and vegetables

Using only **pure fruit and vegetables**, the new PÄX crisp mixes from Kalfany Süße Werbung appeal to nutrition-conscious customers. The new, unique, so-called 'PÄXen' method is used to harvest the fruits (pineapple, apple & strawberries) or vegetables (zucchini, onion & cherry tomato) fresh from the field, washed, cut, gently dried and finally packed crunchy in a promotional bag. Only these three components can be found in the list of ingredients on the completely refined aluminium-steamed 120 x 95 mm promotional bag – nothing else!

PSI 42706 • Kalfany Süße Werbung GmbH • Tel +49 7643 8010  
info@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de  
<https://www.psiproductfinder.de/nty5nt>







## Planting fun

Round, square, made of cork, double, single or with a magnet – emotion factory's successful regenerative advertising medium **"Pflanz-Holz"** (plant wood) will impress with an even wider selection in 2018. Featuring a substrate tablet and a variety of seeds, the recipient may try his hand as a gardener. New to the range is plant wood in two or three versions, which offers even more planting fun and larger advertising space. All plant woods offer a real added value in addition to the green advertising concept. The Office plant wood is provided with holes for pens and a magnet for paper clips. Each wood and the corresponding outer packaging can be individually printed.

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



## Allrounder with a new face

**Quadra lunchboxes** of Römer's ROMINOX® brand are now also available in matt finish and in modern colours. In addition to the familiar variations of red and glossy silver, blue, red and silver have been added in a matt look. The allround Quadra lunchbox is versatile for use as a safe and hygienic storage for a snack in the office, a packed lunch or grilled meat for a student party. The high-quality aluminium lid is ideally suited for laser engraving and perfectly enhances the advertising application. Each box can also be individually engraved with a name.

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



## Advertising with pleasure

The **new muffins** in various sizes from CD-LUX promise chocolate-like moments of pleasure. The sweet "American Style" muffins with lots of delicious chocolate chips guarantee sweet marketing experiences with a sentimental value – young, lively and in keeping with the times. The packaging is completely customisable. The little treat is ideally suitable as a trade show snack, for events, new openings or for a company anniversary – a reason to celebrate can always be found. Samples can now be requested from your CD-LUX customer consultant.

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



## Add colour to the Easter message

Multiflower is now presenting a likeable **mailing enhancer** for the Easter message. The customisable folding card with Easter greetings also includes two colour powder sachets in red, yellow, blue or green. The ease of use is explained on the card. An advertising message or your own card design is possible from 250 pieces.

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





## All match schedules in view

Myligacard is extending its assortment with a special advertising medium in the form of a **customisable World Cup Planner**. In a handy postcard or A4 format, the World Cup Planner clearly shows all the groups, match days, times and venues through a simple sliding system and enables the placement of product information, logos or advertisements.

PSI 49870 Myligacard - Christoph Gawlytta  
Tel + 49 6232 6866 876 • kontakt@myligacard.de • www.myligacard.de  
[www.psiproductfinder.de/yzk4nw](http://www.psiproductfinder.de/yzk4nw)



## World Cup writing highlight

Jona OEM – this is the **highlight of the writing instrument specialist** Klio-Eterna for the FIFA World Cup. Jona, the retractable ballpoint pen made of covered plastic, stands out due to its variety of colours and almost countless combination options, but above all due to its extraordinary clip. The special clip in the shape of a football or heart can be designed and individualised by means of digital or pad printing in the national colours of your favourite team.

PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co KG  
Tel +49 7834 973-0 • klio@klio.com • www.klio.com  
<https://www.psiproductfinder.de/odaxyj>

## PSI Product Research | Ideal creative helpers

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

- They receive valuable help in their search for the right promotional product.
- They save both money and time because they do not have to assign their own employees to do this task.
- They learn about relevant trends that the team has already identified in advance and will therefore be a step ahead of their competition.
- They get to know new products and suppliers they would otherwise not have encountered on their own.



Not only is PSI Product Research the fastest way to find the right promotional product, it is also uncomplicated and short. Simply call +49 211 90191-333 or send an e-mail to: **produktrecherche@psi-network.de**.

## PSI Supplier Finder 1/2018 | Register now



The PSI Supplier Finder is an important support for distributors in their search for PSI manufacturers and suppliers which meet their individual requirements. For this reason, it is essential that this directory is always up-to-date. Whoever is in the PSI Supplier Finder will be found. In addition to commodity groups with reference to their sources for procuring products and services the PSI Supplier Finder includes a list of certificates with a selection of responsible suppliers in the PSI network, the Top 150 suppliers of the PSI network as well as interesting facts "good to know".

### New issue in process

The 1/2018 issue is currently being prepared. This is an ideal opportunity for all interested PSI manufacturers and suppliers to register now. And as always: you save by booking early. The **early-bird rates with 5 per cent discount** apply **until 30 March 2018**. Simply download the registration form here. If you have any questions or require more information, contact Karsten Böhme on +49 211 90191-321 or by e-mail: [karsten.boehme@reedexpo.de](mailto:karsten.boehme@reedexpo.de).

## PSI Sustainability Awards 2018 | Registration is running



Every second supplier focuses on sustainability. In the case of distributors, one in three takes concrete measures to certify his activities or to obtain evidence of sustainability. With the **PSI Sustainability Awards 2018**, the PSI ensures more transparency when it comes to reliable proof of the sustainability of the industry. The awards are now in the fourth round. **The registration deadline is 20 April 2018.**

The PSI Sustainability Awards will be presented in eight categories: Economy, Ecology, Social Issues, Ecological Initiative, Social Initiative, Product, Campaign, PSI Sustainable Company of the Year 2018. All companies in the promotional products industry at home and abroad can participate, irrespective of whether or not they are a PSI member. Manufacturers, importers, promotional product agencies and distributors can register online for all categories. For the categories Product and Campaign, users and designers can also apply. More information on registering and the procedure can be found at: **[www.psi-awards.de](http://www.psi-awards.de)**.





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



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14964	Promostore Merchandising GmbH	099		
44724	PROMOWOLSCH - The Customer Factory	098		

# TOP PRODUCT TOPICS IN PSI JOURNAL

Fed up with bad weather? Garden, Hobby and Outdoor will be the themes dominating the April issue of the PSI Journal. Present your 2018 spring articles.

Issue  
**04**  
2018

**WRITING TOOLS, SCHOOL / OFFICE SUPPLIES and GARDEN, HOBBY AND OUTDOOR**

Copy deadline: 16.2.2018  
Deadline for ads: 5.3.2018

Issue  
**05**  
2018

**SWEETS AND CULINARY ARTICLES and PLASTICS AND GIVEAWAYS**

Copy deadline: 16.3.2018  
Deadline for ads: 5.4.2018

Issue  
**06**  
2018

**BRANDED AND DESIGN PRODUCTS and WELLNESS AND HEALTH**

Copy deadline: 13.4.2018  
Deadline for ads: 7.5.2018

Issue  
**07**  
2018

**CHRISTMAS, GIFT SETS, FINISHING and DINING AND ENJOYMENT**

Copy deadline: 16.5.2018  
Deadline for ads: 5.6.2018



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

# European-American friendship



Ever since Donald Trump became president, tweeting around the world, making his country big again and putting it first, he is becoming more and more isolated. This has been going on for a year now. America acts like a desert island, losing more and more contact with the outside world. Whatever happened to the much-praised transatlantic friendship and solidarity?

Fortunately, cross-border friendship does not depend on one person or one president alone. In addition to our European PSI network, we maintain regular contact and dialogue with the USA. This has always been important in identifying trends and forecasting developments for Europe. Meanwhile, it is the other way around. Representatives of the American ASI and the PPAI, including their respective president and board of directors, attended the PSI in January.

The Americans pay close attention to Europe and its developments. And they were unanimously enthusiastic about the PSI Trade Show and the multitude of initiatives. Holistic concepts for a fragmented industry and bilateral exchange were subsequently part of the discussions in Düsseldorf.

The return visit with a delegation took place at the PPAI Expo which started this year directly after the PSI. A comparison with the largest American trade show clearly showed PSI members how professional the crowd-pulling European companies are at the PSI. In the USA, companies often present themselves with small stands that are less marketing- and sales-oriented.

Moreover, the exchange between distributors and suppliers is not as intense as we know it. There are, however, plenty of opportunities for socialising at the PPAI Expo. Establishing business contacts, intensive dialogues and discussion forums on the future of the industry clearly showed one thing: the European-American friendship is better than ever before.

Kind regards,

Michael Freter  
Publisher of PSI Journal  
Managing Director PSI  
[michael.freter@psi-network.de](mailto:michael.freter@psi-network.de)





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## Hobby, garden and outdoor

A successful combination of utility and design makes good promotional products appealing. When the mixture of the two is right, they convey their message in a targeted, direct and sustainable way. Hobbies, gardening and active activities in the still booming outdoor sector are leisure activities that are done regularly and with pleasure. The industry has a large number of high-quality products which are extremely attractive, are ideally suited to this environment and – with regular use – also have a long-lasting effect. Our second product theme in April is all about “school/office supplies and writing instruments”.

**Please give some consideration to the product topics of the May 2018 issue with the thematic groups “Sweets and culinary delights” as well as “Plastic products and give-aways” and send your product presentations (image and text) not later than 16 March 2018 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de**

## Promotional product market through a magnifying glass



As the chairman of the German association of the promotional product industry (GWW) announced at the beginning of this year's PSI, the industry in Germany broke through the magic turnover threshold of 3.5 billion euros for the first time. A trend that will continue, according to Dangmann. Based on the latest data from the GWW Promotional Product Monitor and the latest PSI Industry Barometer, we analyse the current status of the promotional product market and take a closer look at how the industry is developing.

## Lightness in the kitchen



The textile manufacturer and specialist for high-quality brand clothing in the catering and hotel industry, Karlowsky Fashion, emphasises the combination of functionality and style in its 2018 collection. The focus is particularly on jeans and lightweight materials. We present the new fashion highlights from the collection.

## Imprint

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**Duty Editor:** Martin Höchemer

**Head of Publishing:** Anja Heidebüchel

**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

**Design:** Edit Line GmbH, Mainz  
by order of PSI Promotional Product Service Institute,  
Reed Exhibitions Deutschland GmbH

**Layout:** Stephan Weiß, Stephan Flommersfeld,  
Kerstin Vogtmann, Nina Bertsch

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für Kommunikation  
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