

PS1 EUROPE

PSI Journal

International Magazine

For Promotional
Products

April 2018

Volume 57

Market research



Blossom-fresh promotional ideas

Prisca Götz
Interflor24

Global Innovations Germany

Open Monitor Promotion:
High-tech sticker with
great potential

Intertek

Safety checks of
power banks

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Binding customers
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Good times for promotional products

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Editorial

No to price dumping

Whe structural change in the industry is a major topic that particularly forces distributors and consultants to reposition themselves. The advancing segmentation is making the market unclear, the boundaries between the players are becoming blurred, and new, non-industry suppliers are penetrating the market. Shops and online platforms, as well as printers, textile finishers and even e-commerce and digital printing giants like Amazon, Flyeralarm & Co. are threatening the classic business model.

What makes these suppliers so dangerous is not just the market shares they are capturing or the digital standards they are setting in the B2B sector. This development towards large online suppliers also produces a business understanding in which the price becomes the sole purchasing criterion. This is also leading to increased price dumping in the promotional product industry because everything is cheaper somewhere on the web. Many customers transfer their experience as a private buyer to their business: they like gathering information from a specialist only to buy the product as cheaply as possible online or directly from the manufacturer. This usually works fine until uncertainties in the product choice or problems in the finishing arise or custom-made products come into play. Only then will the consultant be called into action: he resolves difficulties, presents solutions, provides product and campaign ideas, explains safety standards and insists on quality – and is then often played off against several competitors. In order to lower the price, the cheapest suppliers, including those from abroad, are prompted to bid against each other. The whole thing gets even more unfair when purchasing companies also get involved. That means the end for many reputable distributors.

This business conduct is not new. According to distributors, it is becoming more and more rampant and the tone is becoming increasingly harsher – including deception tactics and order cancellations at the last minute. Not surprisingly, margins suffer, especially as know-how transfer, creative services and the preparation of conclusive offers are considered as inclusive. More and more distributors cannot or do not want to go along with this kind of business anymore. They rightly refuse to accept dictated prices and the continued disdain of their performance, which no longer pays off. A well-established, professional distributor has drawn the logical conclusion: He separates consultation from procurement and offers both separately: On the one hand, he calculates his qualified marketing advice including product, price and source recommendations, and on the other hand, he creates an offer for high-quality, compliant products at justifiable prices. The customer can then either buy – or play the dumping game with other players. I have the highest respect for showing the courage to say no and hope this model will catch on and expertise will be rewarded again.

Ursula Geppert | Deputy Chief Editor PSI Journal

Your opinion: geppert@edit-line.de

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Good times for promotional products

The German economy is booming and, in keeping with this upward trend, sales in the promotional product industry have reached a new high. The promotional product continues to top the list of the most frequently used advertising media. This and other good news arise from the current market research results which we have summarised here.



Interflor24: Blossom-fresh promotional ideas



Start-ups such as Interflor24 are characteristic of a generation of new, young entrepreneurs that give the industry fresh impetus. The still young member joined the PSI network with no lesser claim than "to revolutionize the promotional product industry with more freshness and vitality".

Open Monitor: Hig-htech sticker with potential

Open Monitor, a dynamic label consisting of several layers one atop the other, gradually reveals an individually deposited message after a tab is torn off or turned down. We have already shown this product with its "magical" promotional possibilities and are now presenting the latest state of development.



PSI FIRST: Public favourites honoured

At the PSI 2018, 50 new products competed to win the approval of promotional product distributors and marketing decision-makers as part of the PSI FIRST Club. On 20 February, the three winners were honoured at an exclusive dinner. In addition, we look back on the PSI 2018 Trade Show.



Tecto

„The one with the roof clip“



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Setting sustainable accents



Bulk Market® is a social supermarket in Hackney, London with a clear mission: to tackle the problem of food and packaging waste. The principle is very simple: bring your own – cleaned – container, weigh it on the spot so that later only the purchased product is charged, fill it with the desired product, pay. Basically, the team led by Bulk Market founder Ingrid Caldironi aligns its activities with the five major Rs: refuse, reduce, reuse, recycle, rot. www.bulkmarket.uk



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Compostable

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PSI 45328



The principle of the five Rs also works beyond Bulk Market. For all intents and purposes, the promotional product industry sets sustainable accents.

Environmentally friendly

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www.happyross.de
PSI 44954



Using the natural product cork for key chains supports the sustainable exploitation of cork oak forests and thus benefits both species and climate protection.

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Top? Yes! Secret? No.

It is a truism to say that trends come and go. However, there are also trends that remain. The promotional product industry has a few examples up its sleeve – and thus also finds quite unusual target groups.

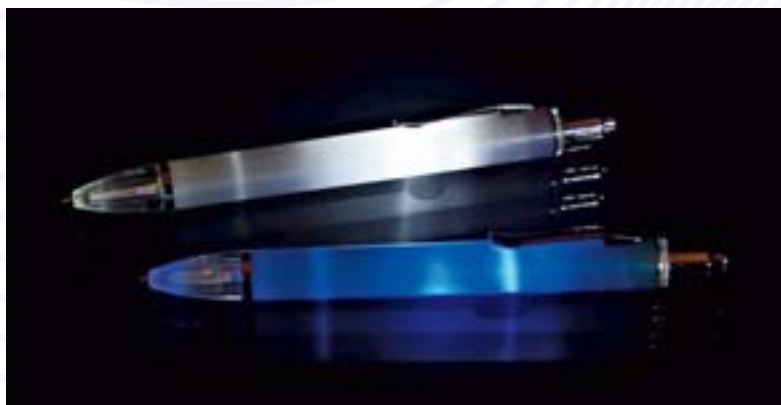
For example, the Neue Osnabrücker Zeitung writes in its 6

November 2017 edition that the Verfassungsschutz (Germany's homeland security agency) uses a whole range of promotional products: **coffee mugs and baseball caps, cotton gym bags and screwdriver pens with light, cashew nuts and key fobs, peppermint cans and notepads**, just to name a few. Now we do not know which brands the Verfassungsschutz has chosen.

In any case, PSI members offer a variety of attractive and very trendy products.

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Classic CE Laptop Bag 15,6"



Pro DLX Backpack 3V

MARKET RESEARCH

Good times for promotional products

The German economy is booming and, in keeping with this upward trend, sales in the promotional product industry have reached a new high. The promotional product continues to top the list of the most frequently used advertising media. This and other good news arise from the current market research results which we have summarised here.



At 3.504 billion euros, turnover in the German promotional product industry reached a new record in 2017. The economy is doing well, so more is being invested in advertising. This is also benefiting the promotional product industry at the moment. Promotional products have once again claimed their top spot as the most popular communication channel. With 43 per cent of the responses, this puts them in front of online advertising (37 percent) and advertising in professional magazines (34 per cent). They are the most powerful means of communication in companies of all sizes. When it comes to the question of the scope of use of promotional products, events, customer contact and customer care as well as trade shows occupy the top places. Promotional products convince through their sustainable advertising effect, increase the level of awareness of a company and improve its image. As in the previous year (with a slightly different weighting), these three reasons for using promotional products once again occupy the top three positions.

Promotional products on the upswing

A total of 32 per cent of the surveyed companies said they had increased expenditure on promotional products over the past 5 years. In the previous year, only 20 per cent reported increased or sharply increased promotional product investment. The outlook is also positive: In the future, every fifth company plans to increase spending on promotional products over the next five years. The proportion of those who want to reduce spending is almost negligible at three per cent. The communication performance of representational advertising is thus confirmed by advertising companies and continues to be used. Especially small and micro enterprises (up to 49 employees) are investing more in promotional products.

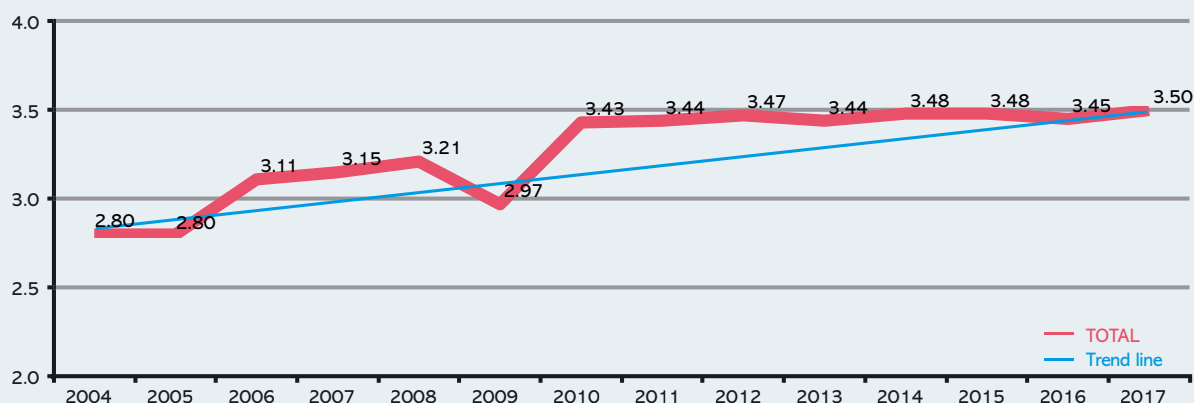
Company size is decisive

Of particular interest is the differentiation of the use of promotional products according to company size: The larger the company, the more likely promotional products will be used. While 40 per cent of micro enterprises (up to 9 employees) use promotional products, 62 per cent of small businesses (10 to 49 employees) and three-quarters of medium-sized enterprises (50 to 249 employees) use them. Nearly all (95 per cent) large companies over 250 employees use promotional products. Spending on promotional products, especially in small and medium-sized enterprises, makes a significant contribution to the advertising budget. By contrast, in the budgets of corporations and large companies, promotional products are of little significance in terms of value. If you look at corporations' budgets worth millions of euros, you then see that classic advertising with expensive commercials, cross-media campaigns and events account for the largest expenses. The big companies also differ from the small ones in terms of the product groups used: While smaller companies prefer office supplies (top 3: ballpoint pens, notepads/sticky notes, calendars), medium-sized and large companies rely on a balanced mixture of various products. Right at the front here too: ballpoint pens, notepads/sticky notes, followed by sweets, bags, mugs and USB sticks.

Over a third buy directly

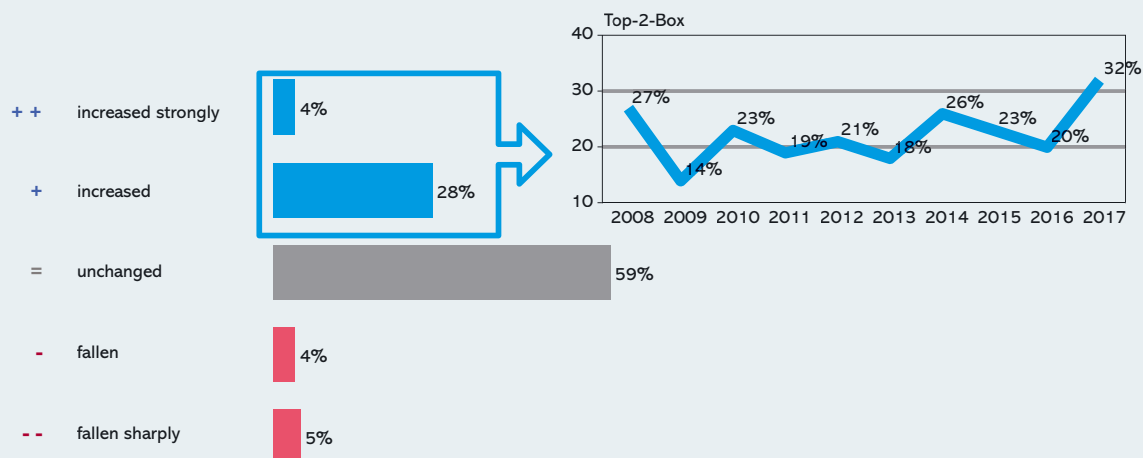
The role played by procurement channels and thus by the qualified advice provided by the distributor is another key question to which the survey provides valid results. Asked about where promotional products are purchased, promotional product consultants/distributors and online channels were on a par with 46 per cent each. At least 38 per cent of the surveyed companies buy directly from the manufacturer – half of them are large companies. With a share

Turnover of promotional products reaches a record high (in billion euros) in 2017



Estimation of expenditure on promotional products: upward trend

How has your promotional product expenditure in your company evolved over the last 5 years?
(prompted)



Basis: N=244.

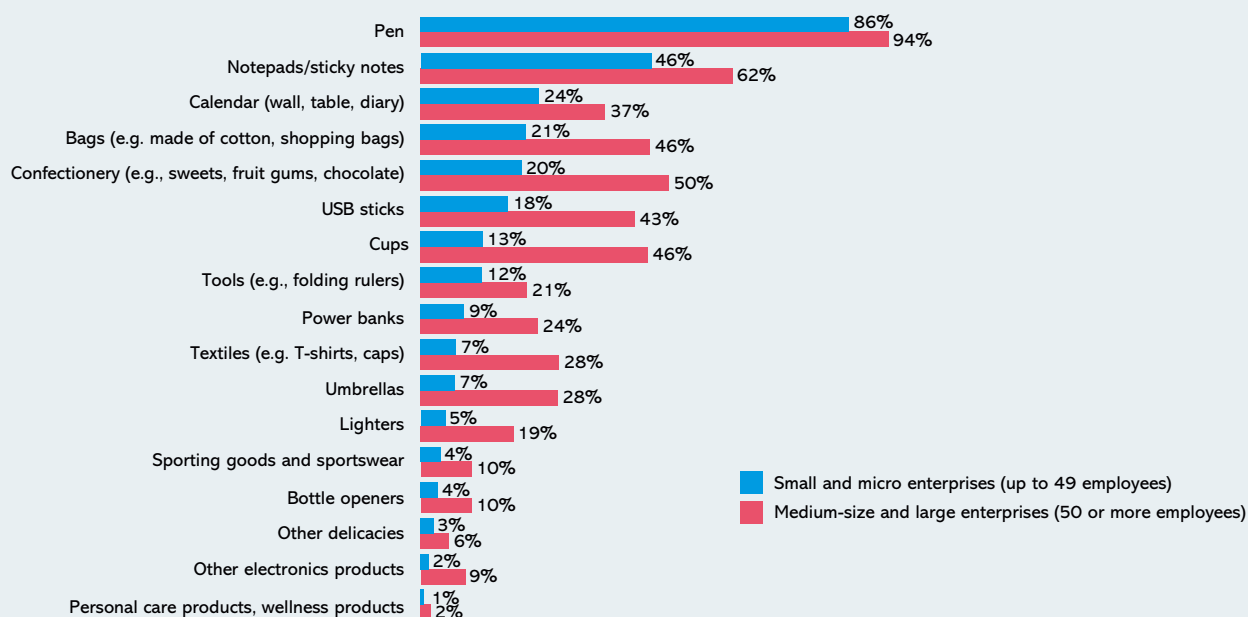
of around 20 per cent, mail-order business is the least used purchasing channel. One thing is clear when it comes to purchasing: The larger the company, the more likely a promotional product distributor is mentioned as a source of supply. Consequently, it is mainly large and medium-sized companies that take advantage of the know-how of the consultant to select and use promotional products in a targeted and professional manner. Small businesses are more likely to rely on online shops. However, these are also used by medium-sized companies.

Triumphal march of give-aways

The use of products as gifts for seasonal or personal occasions (Christmas, Easter, birthdays, etc.) has dropped sharply from 26 per cent in 2016 to currently 4 per cent according to the survey. This glaring decline in the importance of gifts does not necessarily coincide with the perception in the industry which still considers gifts to play a noteworthy role, albeit no longer a major role. A total of 89 per cent of all products used are worth less than 10 eu-

Medium-size and large companies use a broad spectrum of products; smaller companies focus on office supplies

Which promotional products do you use in your company? (prompted)



Basis: N=244. 0-9 employee n=63, 10-49 employee n=88, 50-249 employee n=51, 250+ employee n=42.

ros, only 10 per cent range between 10 euros and the tax deductibility limit of 35 euros, only 1 per cent exceeds this value.

Compliance has an effect

The fact that the composition of the product portfolio has shifted towards give-aways and that products worth more than 10 euros are no longer used by many companies is partly due to the fact that compliance rules are being increasingly applied. Around a third of the companies surveyed admit that compliance rules have an influence on their purchasing behaviour; as the size of the company increases, this influence is rated higher. Companies are responding to the compliance issue by changing their prod-

Because the trade can only detect unlocked potential if it knows how non-users tick. There are two significant figures in this context: 82 per cent of non-users are not convinced of the promotional impact of promotional products or claim they have no evidence of their effectiveness. The remaining 18 per cent categorically reject any advertising with promotional products. Corresponding results also gave rise to the next logical question of what would have to happen so that non-users change their minds: They would like to receive evidence of the efficiency of promotional products as well as practical examples and ideas for their use. However, half of all companies that do not currently use promotional products cannot imagine advertising with promotional products in the future.

Promotional products are the most powerful means of communication in companies of all sizes

Use of means of communication in German companies (in per cent)

Micro enterprises (0-9 employees)	Small enterprises (10-49 employees)	Medium-sized enterprises (50-249 employees)	Large enterprises (250+ employees)
1. Promotional products (40%)	1. Promotional products (62%)	1. Promotional products (75%)	1. Promotional products (95%)
2. Online (36%)	2. Online (47%)	2. Trade shows/exhibitions (63%)	2. Trade shows/exhibitions (86%)
3. Trade magazines (32%)	3. Trade magazines (44%)	3. Trade magazines (51%)	3. Online (66%)

Basis: N = 500 employees. 0-9 employees n = 222, 10-49 employees n = 160, 50-249 employees n = 72, 250+ employees n = 48.

uct portfolio or even cutting expenditure on promotional products. Here, too, it is assumed that it is not clear even to compliance officers in companies that promotional products are not gifts but rather communication tools and can thus be used completely safely under compliance aspects – just like any other form of advertising. It is therefore necessary to clarify this so that the topic of compliance in companies will not continue to be overstated. Above all, it would be important to make it clear that the taxable value limits for the compliance of promotional products and give-aways are completely irrelevant. The fact is: the upper limit applies only to contributions that companies define in their codes of conduct. Contributions of up to 50 euros per event are also permitted according to the recommendations of the Corporate Compliance Working Group. It is all the more annoying that more and more high-quality products and gifts are dispensed with without a real reason.

Potential still exists

After the many positive results, let us take a brief look at those companies that do not use promotional products.

Capitalising on survey results

The mission of the industry should therefore be to communicate the strengths and impact of promotional products even more to potential customers with a view to purchasing them. Best practice examples and the presentation of successful campaigns are invaluable. In addition, the industry continues to use the Promotional Product Monitor, the Impact Study and the PSI Industry Barometer to provide up-to-date data that can be used with this in mind. The clear and technically first-class compliance brochure of the GWW is also very useful here to dispel prejudices in the industry.

Since 2004, the Promotional Product Monitor of GWW has examined the significance of the promotional product as a means of communication in German companies every year. In addition to the actual and planned spending on promotional products, questions about their use are central topics of the representative survey. <



Even in increasingly digital times: whoever writes, remains. But the industry also offers products that **combine** the classic writing instrument with the **digital world**. In addition, we will be presenting other promotionally effective products for school and the office.



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info@penlights.de • www.penlights.de
<https://www.psiproductfinder.de/njhlyz>

Noble charisma

Cermak's Penlight Magic features a bright white power LED. The high-quality Penlight is made in Germany and has a simple-to-use push switch. The design of the high-quality coated aluminium shaft is timeless and classy. The reflector is optimally matched to the bright white power LED. High-quality alkaline batteries from Varta are also included. From an order quantity of 500 pieces, individual shaft colours according to Pantone, RAL can be realised.



PSI 49982 • Edition Michael Fischer GmbH -
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tatjana.bleiler@emf-verlag.de
www.emf-verlag.de
<https://www.psiproductfinder.de/mjg4zj>

Trend topic hand-lettering

EMF Verlag has designed a brochure for Faber-Castell in which the pens of the stationery manufacturer are perfectly highlighted. In keeping with the trend theme of hand-lettering, different lettering techniques are presented. Thanks to step-by-step instructions, they can be immediately translated into creative projects such as greeting cards or pictures. The matching pens are, of course, presented for each project. EMF Verlag delivers tailor-made print products covering an extraordinary range of topics, from the gift item to the high-quality hardcover book. The customer specifies the purpose and budget for his desired design in premium quality.

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Planning in the modern way

The legendary app format is now also available as a diary (weekly calendar and notes) – naturally at Lediberg. Square, practical, cool. That's what makes planning fun. This is the way to showcase brands with the right impulses. Outstanding branding solutions give the calendars a very personal stylistic touch.



Sustainable thermal solution

The thermos cups from Cup Trends made of high-quality SAN plastic and 18/8 stainless steel are the most popular cups with a filling height of only 12.5 centimetres and a filling volume of 300 millilitres. As they are often used by consumers over a long period of time thanks to their features, they are ideal promotional products with a long-lasting impact. The thermos cups are available in brilliant colours and various shapes. Finishing in up to five colours using pad printing is possible from 250 pieces.



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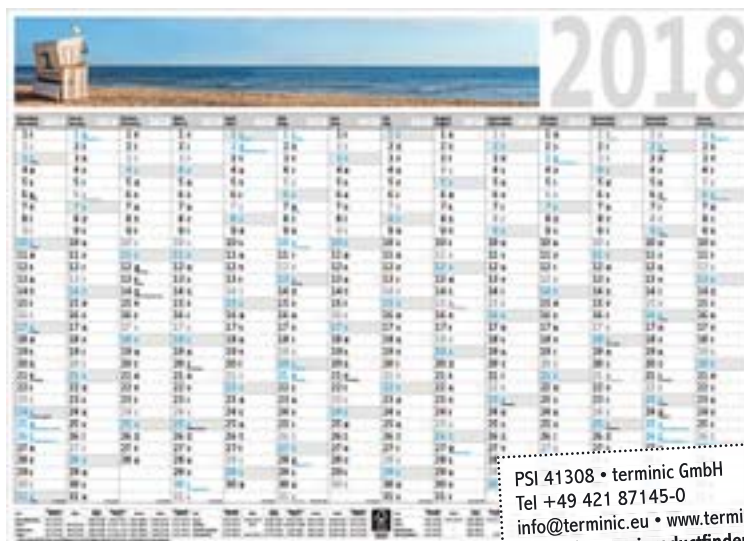
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Clear planning

They hang on the wall and leave a lasting impression: the "Top 14" poster calendars from terminic enable easy, year-round planning thanks to their 14-month view. The twelve months of the current year as well as December of the previous year and January of the following year are displayed. Ideal as a company calendar, they facilitate the overview of meetings and business appointments, trade shows and holidays, birthday and vacation planning, and provide plenty of space for appointments and notes. The eye-catching panoramic advertising space on the calendar head provides plenty of space for your own corporate advertising. terminic is certified to ISO 12647 Process Standard Offset for sophisticated paperboard printing, uses only FSC®-certified paper and paperboard from sustainable forestry, and offers climate-neutral production of its calendars.



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GmbH • Tel +49 7832 797-0
info@uma-pen.com • www.uma-pen.com
<https://www.psiproductfinder.de/mtk0zg>

Inseparable duo

Some duos fit together perfectly, are inseparably and as strong as an ox in a double pack: such a duo is now available from uma with Write & Highlight. On board is the new bright, colourful highlighter from the Liqueo series with its innovative liquid ink control system, higher luminosity and longer writing time. The new Write & Highlight sets each combine a highlighter line from the Liqueo series in bright neon colours with one of the many other uma writing instruments, on request in individually printed gift packaging. At www.uma-pen-konfigurator.com, optimal ballpoint pen variants can be individually put together. Fast, easy and around the clock





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Kneading and painting

Playfully creating figures, shapes and vessels is fun and also promotes creativity and motor skills. Kneto, the colourful and odourless plasticine with ten sticks made of paraffin wax is easy to knead and appeals with its simple handling and diverse applications in kindergarten, preschool or school, and boasts an excellent result in the Öko test. Another highlight: Leonardo, the compact ink box, is perfect for artistic work by young and old hobby painters. It contains twelve bold, bright opaque colours, miscible in the mixing compartments in the lid to create new shades. Also included: a tube of opaque white and a brush. Delivered in a white customer-printed cardboard folding box. For larger quantities, customised folding cartons can also be offered.



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Power for three

The twin wireless charger from Nestler-matho is an ultra-slim induction charger that can charge up to three devices, two wireless and one via the USB port. Suitable for Micro USB, Type C and Lightning cables. However, it should be noted that a quick charge adapter is required for the charging process. More information about the technical data is available on request. The product is supplied in a gift box that includes the ABS, PC, PMMA and Type C cable. Advertising measuring 40 by 20 millimetres in size is printed on the housing.



PSI 41838 • Senator GmbH
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Versatile writing star

From now on, the clip of the ballpoint pen model Liberty from Senator can be individually designed. Aircraft, lorry, bottle, bottle cap or globe – you can choose from a large number of design proposals or have your own clip made. There are also 25 transparent and opaque colours to choose from. Clip, centre piece and front piece can be freely combined in a mix and match. The soft grip zone, the “soft-touch” front piece, a metal clip or a metallised tip are also part of the range of features. The clear design allows extraordinary printing options: Digital printing on the clip also makes photos or colour gradients possible. The white shaft is printable all around. This allows brand logos to be realised brilliantly and haptically. The Liberty features the senator® magic flow refill in G2 format in blue or black, optionally available with a line width of 1.4 millimetres.



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Practical Dutchman

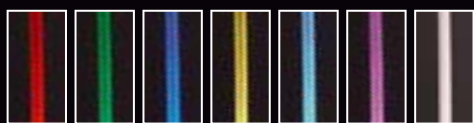
Arnhem, the polyester backpack with reflective stripes and black nylon carry cords from Joytex, is available in the four eye-catching neon colours yellow, orange, red and green. The practical transport helper is delivered to the customer in a size of 38 by 42 centimetres. Printable from 250 units, the advantages of the backpack include the practical benefits of being the most sustainable alternative to plastic bags. It is durable, tear-resistant, sturdy, and contributes to safety in the dark thanks to its reflective stripes.

- ADVERT -

BRILLIANT

A shining example

With the new, award-winning FARE®-Switch (Art. 7905) you'll really stand out in the dark: On the illuminated handle simply press a button to choose between seven different colours or automatic colour changing mode. A promotional item that combines fun and safety!



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PROMOTIONAL GIFT
AWARD 2018



Natural eye-catcher

Satellite, the new wooden ballpoint pen from e+m is not only a writing instrument, but also a design object. The irresistible ballpoint pen is made of FSC®-certified, native beech in Germany, and is printed with four fresh colours. The individual advertising message can be printed or laser engraved both on the ballpoint pen and on the attractive pen holder – for advertising that catches the eye in the office or at home. The pen has a replaceable refill.

Clean matter

Polyclean's compact and easy-to-stow PocketCleaner effortlessly eliminates fingerprints and impurities from glasses and displays thanks to P-9000® microfibre. A special anti-slip coating ensures ideal grip during use. The combination of a cleaning pad and case protects the PocketCleaner from contamination and makes this cleaning product even more attractive. Available from a quantity of 100 pieces, each PocketCleaner can also be provided with an individual first and last name.



- ADVERT -

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<https://www.psiproduktfinder.de/yji4zt>

Unique items made of concrete

Writing instrument specialist Staedtler now has German engineering expertise ready to hand. According to the company, the Staedtler Concrete is the first writing instrument made from high-performance concrete – the shaft and lens at the end of the pusher device are hand-cast in Germany. The bubbles in the unbreakable and lightweight concrete, which arise during casting, make each model unique. In addition to its appealing look, the unusual hexagonal shape of the pen, which is delivered individually packed in a case, ensures excellent writing comfort. The shaft can be laser engraved with a logo and name. The concrete ambassador is available as a ballpoint pen and as a retractable pencil.



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

Hearty break

Kalfany Süße Werbung offers a healthy snack for the handbag: with nuts and raisins that provide the body with fast energy. Also included: Vitamin B, magnesium and fatty acids, replenishment for the grey cells, while the high-quality vegetable protein plays a major role in sports. Nuts and raisins are a real all-rounder. At Kalfany, this vegan nut kernel mixture with 15-grammes of sultanas is available in aluminised IFS-certified promotional sachets.



PSI 48941 • Arnulf Betzold GmbH
 Tel +49 7961 9000-822
 service@betzold.de • www.betzold.de
<https://www.psiproductfinder.de/zme2zd>

Talking pen

Tellimero is an audio-digital learning system from Arnulf Betzold that combines reading and listening. The set includes a pen and 400 stickers, 200 each with and without sound. They can be placed anywhere on books, maps, games, texts or pictures. The Tellimero recognises invisible codes when tapping the stickers and plays sounds such as speech, music or noises through the integrated loudspeaker or headphones. The pen has a recording capacity of up to four hours. The sheets with animals, instruments and emoticons already contain pre-recorded sounds. The blank sheets can be voiced over with individual sounds. To this end, a voice recording has to be started and the desired text has to be recited.



PSI 41369 • elasto form KG
 Tel +49 9661 890-0
 mail@elasto.de • www.elasto.de
<https://www.psiproductfinder.de/ywizmm>

Appetising snack

Trendy and somewhat retro: The BPA-free and dishwasher-safe Match storage box from elasto is suitable as a meal transporter for school and kindergarten children, employees or for sports enthusiasts who enjoy their snacks on the go. The spacious lunch box is made in Germany and consists of two individual square bowls made of food-safe plastic, which can be perfectly stacked. An elastic band ensures everything remains together. Short delivery times, fast and uncomplicated order processing and high quality standards as well as a multitude of colours and individual design possibilities are the advantages. The lid is available in matt or glossy.

The elastic bands have five different colour variations to choose from. Photorealistic finishing using the IMould process is possible.



Silkscreen + Full Color Clip



Silkscreen + Domed Sticker



Transfer 360° + Clip4you



Silkscreen + Clip4you



DarMar

Producer of magnets
www.logomagnet.eu



Dinner
7 P.M.



PSI 42020 • mbw Vertriebsges. mbH
 Tel +49 4606 94020
 info@mbw.sh • www.mbw.sh
<https://www.psiproductfinder.de/ngq4mj>

Visible everyday heroes

The small multiplication table in the school of life ensures safety through visibility. At this point, the heroes of visibility from mbw® come into play: Heroes for pedestrians, cyclists, motorists, including the funny Reflex figures from the MiniFeet® family and the unique mbw® ReflexMonsta figures, both incidentally with a suspension cord. They combine the playful plush element with the ultimate visibility factor. Brand new to the visibility crew are ReflexMonsta Sun and ReflexMonsta Football. Further information on these and other products such as reflective tapes, safety vests, multi-faceted reflectors as well as reflective baseball caps and rain covers is available on request.



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

No more searching

Made from recyclable materials, the Rulerz notebook in DIN A5 format available from Inspirion is the ideal companion for trade shows, conferences and the office. If there is something to write down when on the go, this assistant is always at the ready. The integrated and removable ruler ensures straight lines and puts an end to searching. It is easy to scroll back and forth and past records are quickly found. A colour-matched rubber band for closing is included. For those who want to bring more colour into their documents, there are five different coloured sticky note blocks. Rulerz is available in black, blue, red and green.



PSI 41690 • Philipp Holle KG
 Papierverarbeitung • Tel +49 2947 97960
 info@holle-werbeartikel.de
 www.holle-werbeartikel.de
<https://www.psiproductfinder.de/nmzym>

Promotional pallet blocks

The pallet block from Holle is the ideal desk accessory. With its size of twelve by eight centimetres, it fits on every table and offers enough space for notes. An individual advertising message can be placed prominently on the side surfaces as well as on the individual sheets. The pallets are available in the trendy colours red, blue, black and grey. Alternatively, a wooden pallet can be chosen.



PSI 49502 • Hilarius Design
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 info@hilariusdesign.com
 www.hilariusdesign.com
<https://www.psiproductfinder.de/n2fhmw>

Green paper storage

Notes are sure to find a safe, environmentally friendly place in the note box from Hilarius Design in the Netherlands. The user can always keep track of his tiny bits of paper. Conveniently, the note boxes can be stacked, thus saving space at the workplace. The note boxes are made entirely of environmentally friendly corrugated cardboard.

EUROPNOTE®
 TRANSPARENT & ELEGANT

NOTIZPAPIER-SPENDER
 NOTEPAPER-DISPENSERS



PROSPECTA®
 TRANSPARENT & ELEGANT

PROSPEKTSTÄNDER
 BROCHURE STANDS



Gutter

www.GUTTER.DE
 WWW.PROSPEKTSTAENDER-HERSTELLER.DE



Mini with tiny pen

Notebooks for creative people are still indispensable even in the digital age. Lilipad and Liliput, the small compact notebooks with an integrated pen from Troika, are very practical. The small notebook with 128 perforated pages with a handy dot matrix in DIN A7 format is equipped with an elastic band and ribbon bookmark. In addition, receipts, parking tickets or even admission tickets can be stored in the glued-in paper bag. The embossed ten-centimetre ruler is another feature. The set is completed by a small multitasking ballpoint pen which, in addition to a centimetre and inch ruler, can also feature a slotted and Phillips screwdriver as well as a stylus. The notepad is available in black, brown, blue, yellow and grey.



Customised pencils

The latest coup of Cologne CSW GmbH is bringing the subject of pencils back on everyone's lips. On the website www.bleistifte.koeln, created specifically for this article, industry customers – and in an individualised form also resellers – will find a product configurator: Whether it is round, angular, long, short, with print or embossing, all versions are possible and are visualised immediately.

Tent Calendar Focus

The Tent Calendar Focus from terminic, a three-month calendar, is practical in daily life and effective as a promotional product. It offers prominent advertising options on the flip and rear sides of each calendar sheet with an individualised motif and an ever-present advertising bar below the current calendar. The practical desktop tent calendar provides customers, business partners and employees with a clear and easy-to-use planning basis: with its compact three-monthly overview as well as daily information on dates, public holidays, school holidays and many other necessary data. The tent calendar features a high-quality cardboard sleeve and dispersion varnish, and a calendar in black-red or black-blue. Further details are available on request.



PSI 41308 • terminic GmbH
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<https://www.psiproductfinder.de/ymy1y2>

- ADVERT -



Semur

GRIP CHROME

*High Luxury
Writing Experience*

*High Capacity
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new





LIGHT BLU



D1

ELECTRIC BLU



F2

SUN YELLOW



H2

ORANGE



I1

RED



J1

MAROON



K1

DARK GREEN



P4

CYCLAMEN



U1

ULAC



N1

LIME



P8



stilolinea
WRITING INSTRUMENTS SINCE 1972

MADE IN ITALY

STILOLINEA - Via Toscana, 26 - San Mauro T.se (TO) ITALIA
Ph +39 011 2236350 - Fax +39 011 2236337
info@stilolinea.it - www.stilolinea.it



DNV-GL
ISO 9001 - ISO 14001



ink verde



PSI 45666 • Halfar System GmbH
 Tel +49 521 982440
 info@halfar.com • www.halfar.com
<https://www.psiproductfinder.de/ntytyy>

Script for scripts

Script, the black conference folder from Halfar made of warm PU synthetic leather, is a very useful notebook in which important thoughts and information can be written down anytime and anywhere. A writing pad is also included. In addition, the folder provides space for collecting documents, brochures, business cards and other papers. Various flat pockets, a zipped compartment inside and a rubber loop for a pen are included. But above all, the surrounding silver zip ensures that everything stays together. The folder can be custom finished.

PSI 40807 • Gabriele Bühring
 Tel +49 4154 79540-0
 Vertrieb@Buehring-Shop.com
 www.buehring-shop.com
<https://www.psiproductfinder.de/products/360505>

Cases made of PET felt

New to Bühring's range is Italian PET felt, made entirely from recycled PET bottles and thus completely vegan. Donkey, the writing utensil case, feels nice and protects the writing instrument through the soft yet sturdy PET felt. Tools for simple sleeve cases or cases with a flap are available. Other designs according to customer specifications are possible. For individual designs, appropriate tools are required. The cases made from high-quality merino wool felt comply with Oeko-Tex® Standard 100 and can now be made from much cheaper PET felt. The certified PET felt is available in numerous fancy as well as discreet colours. The cases are produced project-related in Germany. Bühring recommends blind embossing to apply advertising, however screen transfer printing is also possible.



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

The true wooden path

The topic of sustainability is in vogue and there are solutions that satisfy everyone: For example, the birch plywood products available from team-d are made from FSC-certified wood, processed in the EU and untreated. All items are delivered in individual parts with plug-in instructions. The wood can be customised with print, a laser logo or a notched motif or lettering from 240 pieces. The standard collection from stock Germany includes the "Krimskramsbox" (a box for odds and ends), atmospheric lanterns with a notched heart or star, Sparkassen-S and Volksbanken-V as well as a bird house.

Occupy the WWW*

No battery,
no power consumption

Extensive display,
brilliant readability in UHD

Highlight date marker
for phenomenal
long-distance effect

Always available, system
crashes are impossible

No warnings,
only annual updates

Analogue technology, fully
in line with current trends



*The world's
most wanted
advertising wall:
The office wall

terminic®

As the inventor of the multiple-month calendar we rank among Europe's leading calendar producers. Our promotional calendars are produced according to certified quality and sustainability standards and are used in more than 140 countries, due to the unique linguistic diversity of over 35 language combinations as a standard. Besides the production we would also be happy to take over the entire logistics for your clients.

www.terminic.eu



PSI 47555 • Vim Solution GmbH
Tel +49 7661 90949-200
vertrieb@vim-solution.com
trader.vim-solution.com
<https://www.psiproductfinder.de/ymi4og>



Perfectly organised

Orga-Flash Note, available from a quantity of 25 pieces including a carrier card: This is how office organisation from Vim Solution works. By filing in a ring binder folder, information can be noted and archived. Large, important files have plenty of space on the integrated USB stick, available in capacities from 1 to 32 GB. This technology makes it possible to avoid a clutter of sheets thanks to a uniform closing pressure. The three different colours of the sticky notes ensure a good overview. The clamp and the integrated USB stick can be finished over the entire surface and provide a lasting impression with their individual design. The carrier card can be customised from a quantity of 100 pieces. The USB stick is available in any desired colour from 500 pieces.



PSI 43287 • Schwan-Stabilo Promotion
Products GmbH & Co. KG
Tel +49 911 5673455
service@stabilo-promotion.com
www.stabilo-promotion.com
<https://www.psiproductfinder.de/ndm5m2>

Eye-catching classics

Large advertising space, eye-catching colours: Stabilo's versatile range of highlighters scores with anti-dry-out technology and boasts a range of bright neon and soft pastel shades. The long cap-off time with four hours drying protection guarantees a long service life for all highlighters. The precise ink delivery system ensures uniform ink delivery on the paper. The characteristic Stabilo shape of the highlighters ensures high attention and offers extra advertising space on both sides of the pen. In addition to classics such as the Stabilo Boss Original, the colourful

assortment includes innovative highlighters such as the Stabilo Neon in a tube shape. Ideal for environmentally conscious projects and target groups: Sustainable products such as the Stabilo Green Boss made of 83 per cent recycled plastic.



Die Handschrift der Werbung

Write and Highlight – brings together what belongs together.

0-0915 WRITE & HIGHLIGHT SET

Case with EVA inlay for **1 writing instrument** of your own choice and **1 LIQEO HIGHLIGHTER** (0-0240) with transparent frosted plastic slipcase.



0-0915/2 WRITE & HIGHLIGHT MINI SET

Case with EVA inlay for **1 writing instrument** of your own choice and **2 LIQEO HIGHLIGHTER MINI** (0-0250) with transparent frosted plastic slipcase.



Also available with customizable cardboard slipcase.

Price on request sending on info@uma-pen.com

uma LIQEO – the world novelty!

New liquid ink system – Better writing quality

Greater luminance – Longer writing time

Ecologically superior –

Produced in acc. with EN-71, ASTM D-4236

Available in 6 different luminous colours.



www.uma-pen.com



PSI 49176 • Premec – Pagani Pens SA
Tel +41 91 9601195
sales@premec.ch • www.premec.ch
<https://www.psiproductfinder.de/m2q4md>

For strong messages

The CHALK Metal series from Premec has been expanded to include a wider selection of colours, surface materials and new accessories such as metal clips. Launched last year, the BASIC series with its characteristic satin-finished surface structure now also captivates in matt with a soft-touch surface. Available in one of eight attractive finishes, the push-button highlights the functional optics in colour. In the EXCLUSIVE series, a metal clip underlines the Chalk Metal design. The metal clip optimally accentuates the elegant look of the Satin, Soft Touch and Trendlack surfaces. Customisable on the shaft – even with laser engraving, whereby the classic shiny chrome insert comes to light. Equipped with a high-quality 1.4 floating ball writing system.



PSI 44281 • Victorinox AG
Tel +41 41 8181211
B2B.ch@victorinox.com www.victorinox.com
<https://www.psiproductfinder.de/y2uxmj>

Razor-sharp writing style

The Swiss knife manufacturer Victorinox proves that a ballpoint pen is also possible in a completely different form with its “Signature” version. The writing instrument is integrated in the shell of a 58 mm long pocket tool. In the unfolded state, it becomes a fully functional ballpoint pen, the gas-filled brand refill of which writes in every position. Together with scissors, a nail file with screwdriver, a blade and tweezer/toothpick combination, the Signature model represents an extremely practical key fob. There are a total of eight shell colours to choose from, two of which are in a transparent design.



STAEDTLER®

CONCRETE.

ME.

Writing with the spirit of the time.

Hand-cast concrete.
Remarkable shape, bold design
and no compromises.

STAEDTLER CONCRETE. A unique one.

www.staedtler-promotional.com



uma

New colours and new designs

It is that time of the year again: uma is presenting its latest product developments. The new products for 2018 are now available, and so is the new brochure. Inside: new colours, new designs, new writing instruments, new offer packages – marketing campaigns can hardly be more individualised. The specialist is even presenting a completely new product category called “wet writing instruments” consisting of the brightly coloured highlighters of the Liqueo series which are also available as Write & Highlight sets in combination with a variety of writing instruments – on request even in individually printed gift packaging. The cover photo is a real eye-catcher with the new model, and there are also real eye-catchers on the following pages. www.uma-pen.com

Personal data



Giving Europe

The new employees (from left to right): Kübra Yacak (CS), Holger Korte (Field Sales) and Sandra Palluch (CS).

Sales team complete

By February 2018, Giving Europe's sales team was complete with two new employees in customer service and a further field sales representative. Restructuring at Giving Europe has now been finalised. In customer service, there is now a team of five consisting of Sabine Schalm, Markus Möller, Kübra Yacak, Sandra Palluch and Lena Kretschmer. Thanks to the extended field sales team, Giving Europe customers will receive even more individual support from: Michael Thiesmann for western Germany (postcodes 4-6), Björn Borchert for northern and eastern Germany (postcodes 0-3) as well as the newcomer Holger Korte for southern Germany (postcodes 7-9), Austria and Switzerland. www.givingeurope.com



Troika

Sales team reinforced

22-year-old Linus Böll has already successfully completed his training as an export clerk at Troika Germany GmbH. After attending trade shows and visiting several customers, he quickly realised that he wanted to work as a sales representative after completing his training. Simone Schmidt, Sales Director B2B at Troika, is pleased about the reinforcement of her team: “He knows the company and our products, he fits into our team and, above all, he understands our kind of customer orientation.” www.troika.org

Linus Böll is new brand ambassador.

Vonmählen wins iF Design Award 2018.

The young Lüneburg-based high-tech start-up Tradeconthor has won the world-renowned iF Design Award 2018 with new products from Vonmählen®. This time the 63-member international jury of experts who awarded the coveted seal of approval had to choose from 6,400 submissions from 54 countries. The prize was awarded to the data and charging cable EISENHOWER and the 2-in-1 charging cable ZWEINS® PLUS SIGNATURE, which is the same in terms of form and function. With their modern stainless-steel housing, both products create a visual highlight on the keychain and quickly become an indispensable everyday companion. Both cables can be customised in the colour selection of the cable and can be ordered with laser engraving in a special high quality. "We create unique electronic accessories and want to become the contact partner for innovative electronic accessories in Europe by 2020. The award of the iF Design Awards shows us that we are on the right path towards making our vision a reality," said Tradeconthor founder and Managing Director Julian Thormählen. www.tradeconthor.de – www.vonmaehlen.com



Tradeconthor

Personal data

New executive staff in marketing and sales



Kalfany Süße Werbung

Kalfany Süße Werbung Herbolzheim and Müllheim welcomes a new marketing manager and a new deputy sales manager at Süße Werbung. Rudi Bedy (picture on the left) summed responsibility for marketing in both divisions. The focus of his activities – in addition to team management – is in the field of online marketing and social media. Through his many years of experience in online marketing and social media marketing, Bedy will help shape and implement the impending changes in marketing the Kalfany brands Pulmoll, Kalfany, Cupper and Süße Werbung. Stefan Eiche is henceforth responsible for managing the export division (excluding A/CH) at Süße Werbung. As Deputy Sales Manager, he is the designated successor to the current Sales Director, Bernd Adler, whose tasks he will gradually assume to ensure a smooth transition. He looks back on a successful nine-year career as a marketing and sales manager in the print & media and mechanical engineering industries. www.kalfany-suesse-werbung.de



New web appearance

From now on, the creative promotional product professionals at Pins & mehr are presenting themselves in a new digital look. A modern web presence is now part of the extensive customer service. With a contemporary design and a particularly easy-to-navigate structure, the new website guides visitors intuitively to the products and information they are looking for. With their new website, Pins & mehr will bring Internet visitors to their destination even faster with a greater overview and more service. Both at work and on the move via a smartphone or tablet. "Our website is being used more and more, and our customers can expect the same service from Pins & mehr online," says Managing Director Stefan Pritschet, who has been successfully managing the company since 2013. Pins & mehr GmbH & Co. KG has specialised in the production and distribution of metal promotional products since 1994. Guided by the values of quality, safety and customer satisfaction, the Bavarian company is striving for a successful future. www.pinsundmehr.de

Pins & mehr GmbH & Co.KG

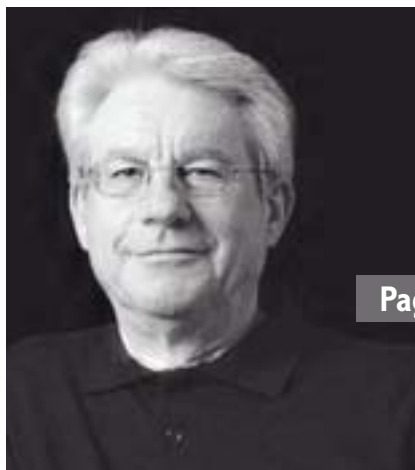


Premec and Prodir integrated

Since last summer, the two renowned writing instrument manufacturers Premec and Prodir have been part of the Swiss corporation Pagani Pens SA which, by its own account, is one of the world's largest writing instrument manufacturers. "We are uniting the strengths of Premec and Prodir with the goal of expanding our market position in the supply area, the advertising sector and the retail trade. This step will help affirm the values that characterise Premec and Prodir and make use

of their knowledge and experience gained over more than fifty years in the area of research and development, as well as production: competences, integration and commitment under the banner of continuity," says Giorgio Pagani, founder and owner of the company. Pagani adds, "We are taking this step to serve a dynamic, ever more demanding market with the best possible organisational structure so that we can offer our customers a product and brand portfolio that meets the many and varied requirements of the market. By founding Pagani Pens SA and thus strengthening our company, the Premec and Prodir brands will be able to have an even more impressive impact. We assure our

customers that we will continue to work together with them on the basis of trust that has made it possible for us over time to enhance our profile on the market with ever more competitive, higher-performance products." He goes on, "The key words to describe this step will be synergy, efficiency, quality." Nothing will change for business partners. The trade relationships will carry on with the former data, including telephone numbers and contact partners. **www.premec.ch – www.prodir.com**



Pagani Pens

Giorgio Pagani, founder and owner of Pagani Pens SA.

Part of Music Fair and Prolight + Sound 2018

MerchDays, the industry meeting of entertainment merchandisers, will take place on 12 and 13 April 2018 for the first time as part of Musikmesse and Prolight + Sound in Frankfurt. In cooperation with Aka Merch & Textil GmbH, the organiser of MerchDays, Messe Frankfurt is integrating the industry forum as part of the dual trade show for musical instruments and event technology. Suppliers of merchandising and fan articles will be presenting their products and services in the foyer of Hall 5.1/6.1 on Thursday and Friday, 12 and 13 April 2018. MerchDays is accessible free of charge for all visitors to Musikmesse and Prolight + Sound. Most recently, the two-day event took place in August 2017 at the same time as the c/o pop

Convention in Cologne. "The integration of MerchDays extends the product and theme spectrum of Musikmesse and Prolight + Sound. In this way, we give visitors from the music, event and entertainment industry the opportunity to learn about trends in the merchandising industry – from textiles, electronics and lifestyle articles to technologies for finishing, logistics and e-commerce. We look forward to welcoming many merchandising decision-makers and specialists at our dual trade show," says Michael Biwer, Group Show Director in the Entertainment, Media & Creative Industries division of Messe Frankfurt Exhibition GmbH. Further information is available at:

www.merchdays.de



MerchDays 2018

Caps at MerchDays 2017.

Calendar manufacturer is “Printer of the Year”

After the trade magazine “Druck & Medien” published a shortlist of ten nominees in five categories at the end of last year, a total of around 2,500 readers voted: terminic Managing Director, Wolfgang Rolla du Rosey, was voted “Printer of the Year” by a clear majority. terminic Sales Manager, Huschke Rolla du Rosey, was also pleased: He captured 1st place in the category “Junge Wilde” (Young Wild Ones). The awards ceremony for the “Printer of the Year” award took place at a gala evening in cooperation with the drupa Trade Show in Düsseldorf on 22 February 2018.

terminic

The readers justified their choice in the online voting with, among other things, the “high quality of the products”, “innovative thinking” and the “durability of a traditional product”, emphasising the fair leadership style and depth of the personal customer relations of Wolfgang Rolla du Rosey. He “understands how to build long-lasting business relations through constant quality of print products, precision in handling and punctual delivery.” The participants of the online voting recognised terminic’s “consistently reliable and high-quality implementation of complex projects for decades”, its “perfect blend of modernity and tradition” and the “family working atmosphere”. Despite the praise, Wolfgang Rolla du Rosey does not see the award as a personal achievement: “I personally am not a qualified printer. The award is not for me, but for our company. Because what really makes terminic unique is our passion for the craft and the printed product. We are all dedicated to making calendars!”

His son Huschke Rolla du Rosey has been supporting the sales team of the Bremen-based calendar manufacturer for three years. At the beginning of 2017, he took over the sales management and is successfully continuing the long-standing tradition of the family business. He was honoured as the winner in the “Junge Wilde” category. As a reason for choosing Huschke Rolla du Rosey, the readers mentioned in particular the creative and dynamic nature of the 31-year-old, his introduction of new ideas and his excellent interaction with customers. “For years, we have been pursuing a close symbiosis of tradition and innovation. It’s very gratifying to see that this is not perceived as a contradiction in the industry, but has received so many accolades”, says Huschke Rolla du Rosey.

www.terminic.eu



© Messe Düsseldorf / ctilmann

terminic Managing Director, Wolfgang Rolla du Rosey, is “Printer of the Year” 2017. Photographed with “Druck & Medien” Editor-in-chief Sandra Küchler, Paul-Albert Deimel (German Print & Media Association), drupa Director Sabine Geldermann and “Druck & Medien” publisher, Johann Oberauer.



© Messe Düsseldorf / ctilmann

terminic Sales Manager, Huschke Rolla du Rosey (left), wins the “Junge Wilde” category. Photographed with the second and third placed in the category.

The product show of Plan Concept GmbH in Essen's Colosseum Theatre once again boasted a special flair. The event took place on 20 February and revolved around the company's 25th anniversary. 353 inspired visitors congratulated the hosts on a successful quarter of a century in the promotional product business.

25 years of Plan Concept

Binding customers with added value



Exhibitors and hosts are delighted with the successful trade show.

Curtain up for promotional products: For the tenth time, the foyer of the Colosseum Theatre was the backdrop for the product show of the Essen-based promotional product specialist. Krupp's imposing historical workshop is a landmark of early industrial culture. As an extravagant location, it gives the event a very special touch every time.

Lots of regular customers

51 exhibitors presented trends and ideas related to promotional products to the numerous visitors in the anniversary year. Among the guests were many regular customers who have known the two managing directors Christoph Ruhrmann and Stephan Speckbrück as well as many team members since the early days of the company they



25 years of success together:
Stephan Speckbruck and Christoph Ruhrmann (left to right)

still value today. The two bosses are particularly pleased about the trust shown by their long-standing customers because it proves that they really know their business. For the third time in a row, the dMAS system was used and the team's experience with it was very good. "The preparations went smoothly thanks to the system, and the handling during the trade show was also flawless. The new SMS notification system used to check-in customers was also very helpful," said Nicole Brandenburger, who has already set the date for 2019: The 13th promotional product trade show will take place on 14 February next year.

Trade show with quality

Multi-faceted, transparent, well organised – the trade show on the red carpet of the theatre foyer once again demonstrated numerous internal and external qualities: The diverse product portfolio from the classic to the new PSI product, the colourful appearance in the magnificent room



Visit from Bavaria: Christian Huff and wife (right) with Stephan Speckbruck and a customer.

and the attractive views from the gallery make the event particularly interesting. Anyone who looked around attentively in the adjoining room also found where Plan Concept's journey is heading in the next few years: Employees explained and demonstrated a newly integrated B2C shop concept that offers customers enormous added value. Right next door was a finishing stand where visitors to the trade show could watch how articles they had received from exhibitors had been branded with the Plan Concept logo in various procedures. We talked to Stephan Speckbruck about the company and how the Ruhrmann/Speckbruck team wants to lead the company into the future.



Of course, every proper celebration deserves a cake.



A lot of experience and a knack for customers:
Nicole Brandenburger (centre) in a conversation.



Here visitors experienced live how a Plan Concept employee finishes their products. The company has the appropriate machines.



Focus on continuity and stability



Stephan
Speckbrück

25 successful years of Plan Concept – What is the secret of your success?

The fact that we have steadily developed is certainly the result of the excellent cooperation between both managing directors. We are very different: Each of us has his own strengths and his individual point of view which we combine for our company. Christoph Ruhrmann is the visionary who always looks ahead and I am more of a down-to-earth businessman. We complement each other well, especially as we are both ambitious and determined to pursue our common goals. In addition, we focus on continuity and stability. The majority of our employees have been with us for a very long time, which is why they have been able to establish long-standing and intensive customer contacts. This is very important because personal ties are still the essence of every customer relationship and the basis of a trusting collaboration. That's why we attach great importance to training and attracting new and talented people through trainees and so-called dual students who study and work.

What topics are you currently working on?

The major topic was and is: How can we offer the customer added value to ensure that he remains loyal to us? To achieve this, we approach the task from different angles. One keyword here is digitalisation. We are increasingly trying to implement the tasks that our customers set us with digital services. For example, we offer major customers a platform on which several shops are connected – a B2B shop, a B2C shop and an employee shop. These systems are very comfortable to use and powerful; they allow maximum individuality up to "print on demand". The customer can choose his product, configure it and immediately submit the print job – finishing from 1 piece. We do the finishing ourselves and have over 20 machines in operation for all common processes. Advancing the process of digitalisation not only means more and faster service for the customer, for example in the area of full service, but also allows process optimisation that has an in-

ternal impact. We are currently reviewing our internal structures and looking at what we can improve. Of course, all these changes ultimately benefit the customer whom we want to bind.

About two years ago, together with experts, you founded the software and e-commerce specialist connect-io. What does this subsidiary do for the company?

As part of our corporate group, connect-io GmbH supports us in the conception and implementation of high-quality solutions for promotional products and merchandising, social media, marketing and e-commerce. With connect-io, we have brought experts on board to expand our range of services and to be able to offer the customer even more. With modern shop solutions, we not only provide the customer with functional e-commerce channels, but also highly effective platforms for acquisition and customer loyalty. We notice at our own shop that we can gain new customers and bind existing ones. The founding of connect-io has enabled us to continue to grow and become even better and more professional. In retrospect, I sometimes think that we could have invested in technical construction even earlier, even though we were well positioned before the crisis of 2009.

What have you planned for this year?

Of course, we want to maintain our continuous increase in sales and to develop ourselves even further. Our major task is to consolidate and optimise internal structures: establishing a second management level, team building, strengthening sales, also through digital solutions. After all, we have around 70 employees at our 5 locations. In short, we invest in personnel and equipment to become even more competent to better serve our customers. We want to continue to convince customers with continuity and stability.

<



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In January, the trade show organiser Customer Focus welcomed attendees to its annual promotional product trade show in Coventry, England. The first major British promotion fair this year took place for the twelfth time. Nevertheless, the event underwent a decisive change in 2018: it was renamed PPD Live.

PPD Live as driving force of the industry

More of everything



the driving force of the industry. Larger. Stronger. Better." Related to this, Customer Focus promised more new products, technology, service partners, networking opportunities and new business contacts.

Characterised by internationality

In addition to many of the major suppliers from Great Britain and Ireland, including PF Concept and Goldstar Europe, the PPD Live 2018 also attracted a number of exhibitors from the European continent and overseas. It was precisely this internationality that the distributors found particularly attractive. The international flair was also reflected in the PPD Party which took place on the first day of the trade show. The theme of the party was Moulin Rouge, including an ice sculpture simulating the Eiffel Tower, and cancan dancers. The trade show visitors received a "small black booklet" of exhibitor offers worth 1,000 British pounds in total. Visitors who had pre-registered received the trade show tickets by post in advance. Consequently, there were virtually no queues at the entrances.

Clockwork precision

Looking back on two eventful days at the Ricoh Arena in Coventry, the trade show organiser Customer Focus also gave a resoundingly positive summary without forgetting those who had contributed to the success of the trade show. "We would like to thank everyone who visited, exhibited, and helped us make sure the event ran like clockwork," said Julie Lang full of praise. "There is a huge amount of effort that goes into every show, but it's all worth it when you see the industry unite for an event like this."

PPD Live 2018 opened the series of British trade shows. The objective of the organiser Customer Focus was to give participants a competitive advantage. "The name is new, but our claim to maintain our long-established high standard has remained," explains event manager Julie Lang. "We wanted to bring the national trade show as well as the spring and autumn roadshows all under the PPD umbrella to unite the brand." It should be noted that PPD Live is the new name of the former PPEXpo. With the name change, the trade show organiser Customer Focus has made a clear claim: "PPD Live is





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Until now, differing national data protection laws have applied in the member states of the European Union. This will change as of 25 May 2018 when a uniform data protection standard, the General Data Protection Regulation (GDPR), will apply in all EU member states, thus ensuring legal certainty.

GDPR becomes mandatory

Better data protection

Until now, the Federal Data Protection Act (BDSG) currently applies in Germany. Companies that have complied with this need not fear the GDPR, even if certain principles of the BDSG have been overwritten. Basically, personal data protection requirements will be tightened, and violations will be rigorously punished. This forces all companies to thoroughly analyse their previous privacy practices.

Ensure five rights

The GDPR ensures that EU citizens regain their right to informational self-determination and thus sovereignty over their personal data. They are to be protected with respect to fundamental rights and freedoms, including the right to protection of their personal data with respect to collection, storage and processing. Every person must be granted five rights at all times: the right to notification, right of access, right to rectification, right to erasure and right to data portability.



Everything to come under scrutiny

All companies within the EU are affected by the GDPR, without exception. If companies outside the European Union process data from EU citizens, they too must comply with the GDPR, irrespective of whether it is B2C or B2B. All areas of a company in which data is processed are affected. Even prize competitions and lead generation, for example by downloading free information through a personal e-mail address, must be scrutinised. It is very important that the entire data management system is aligned

to a uniform standard that is GDPR-compliant. Implementing GDPR data protection principles in your own data protection management alone is not sufficient. In addition to customer inventory data, all contracts with service providers such as agencies and, in particular, cloud service providers, must also be thoroughly examined.

Do not store more data than necessary

Newsletters and promotional e-mails are important information tools in the promotional product industry. However, there shall be no automatic grandfathering for existing customer databases. Their contents, i.e. stored personal information, and their processing must comply with the GDPR. Companies that have built up their databases in Germany in compliance with BDSG are on the safe side. This means that proof of authentication (declaration of consent by the customer to authorise the sending of e-mails) must be documented and available at all times. It is very important that nobody stores more data than absolutely necessary!

New: Accountability

A new requirement in connection with the GDPR is accountability. Consequently, data protection officers must be able to document the implementation and compliance with all data protection principles when requested by the supervisory authority. Severe penalties of up to 20 million euros will be imposed in the event of a data breach. Large companies and corporations risk up to four per cent of their worldwide turnover of the previous year.

Detailed information about the GDPR is available at Privacy-Regulation.eu. <



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Growing football stadium

The growth tray available from Multiflower contains everything you need to grow plants: soil, seeds and a playing field template. The all-round slipcase-back can be easily removed for the growing grass. And soon the green grass sprouts. Space for advertising print is in the standard design of the slipcase. A custom design of the slipcase is possible from 250 pieces. A pad print on the growth template is possible from 100 pieces, a design with its own motif from 1,000 pieces.



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

Farewell contaminants

The concentrated, pasty professional hand cleaner from Sanders Imagetools reliably removes heavy contaminants such as oils, greases, tar, bitumen, printing inks and, of course, even dirt. The double effect of cleaning and protection is convincing: The newly developed formulation cleans pores deep with skin-friendly plastic grit granules and a sophisticatedly active detergent system made from renewable raw materials. Only three millilitres are required for thorough hand cleansing. The raw materials of the dermatologically tested "excellent" hand cleaner are biodegradable according to the OECD screening test. The packaging options include 20, 50 or 100 millilitre tubes as well as a bumper delivered in five colours.

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Shielded view

With the Chaps Merchandising umbrella, you can enjoy a great view even in the rain: Due to the individually designed inner surface, this umbrella is perfect as an exceptional advertising medium for all sectors. Whether it be images, logos or shapes, the designers at Chaps are happy to create free layout suggestions for the customer.



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Backpack for sports and leisure

Essential equipment and valuables are protected from dirt, splash water and moisture during any outdoor activity in the backpack from Pins & mehr, available in six different sizes from 5 to 30 litres. In addition, the bag offers a large advertising space for expressive advertising messages. This makes the standard backpack with a carrying strap an interesting promotional product and the perfect companion for active recreational athletes. Pins & mehr prints the product from 300 pieces according to individual customer requirements. There are ten standard colours to select from. A special Pantone C colour is even possible from 5,000 pieces. The product is individually packed in a polybag or in the outer carton, which can also be provided with an advertising print.



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Effortless in the garden

The famous axes, hacksaws and handsaws from Fiskars® available from Living Bytes are perfect for woodworking. For tree and plant cultivation, soil tillage and spring cleaning, you can choose from PowerGear, SingleStep, Solid or Xact series with spades, all-purpose brooms and leaf rakes, as well as weeders and the like. Ideal for lawn care is the grass trimmer or lawn shears from the Fiskars® StaySharp series. Ensuring the job is done in no time.



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Time for fun and games

In addition to its standard range of animals, musical instruments and attractions, Schäfer Toy Company, the manufacturer of the in-house brands mic-o-mic and Brixies, also supplies custom-made products. Brixies® is synonymous with small, individual 3D construction kits made of mini-bricks. A special highlight is the unique postcards in the Brixies range. The cards include a kit, space for a personal message, and assembly instructions. There is a corresponding design for almost every occasion. But even here, individual cards and kits can be produced. The standard product can also be finished with a sticker from 50 pieces.

Springtime leisure watches

Intermedia Time, a watch specialist, has a wide range of promotionally effective, customisable watch models in its range, including the new Grifone model. The coolly designed, chronograph-like timepiece features a strap that resembles a tyre tread, attractively designed for cyclists and recreational athletes. All watches are guaranteed for two years. The in-house repair shop ensures optimal service. Swiss-made watches are made in an elegant Italian style.



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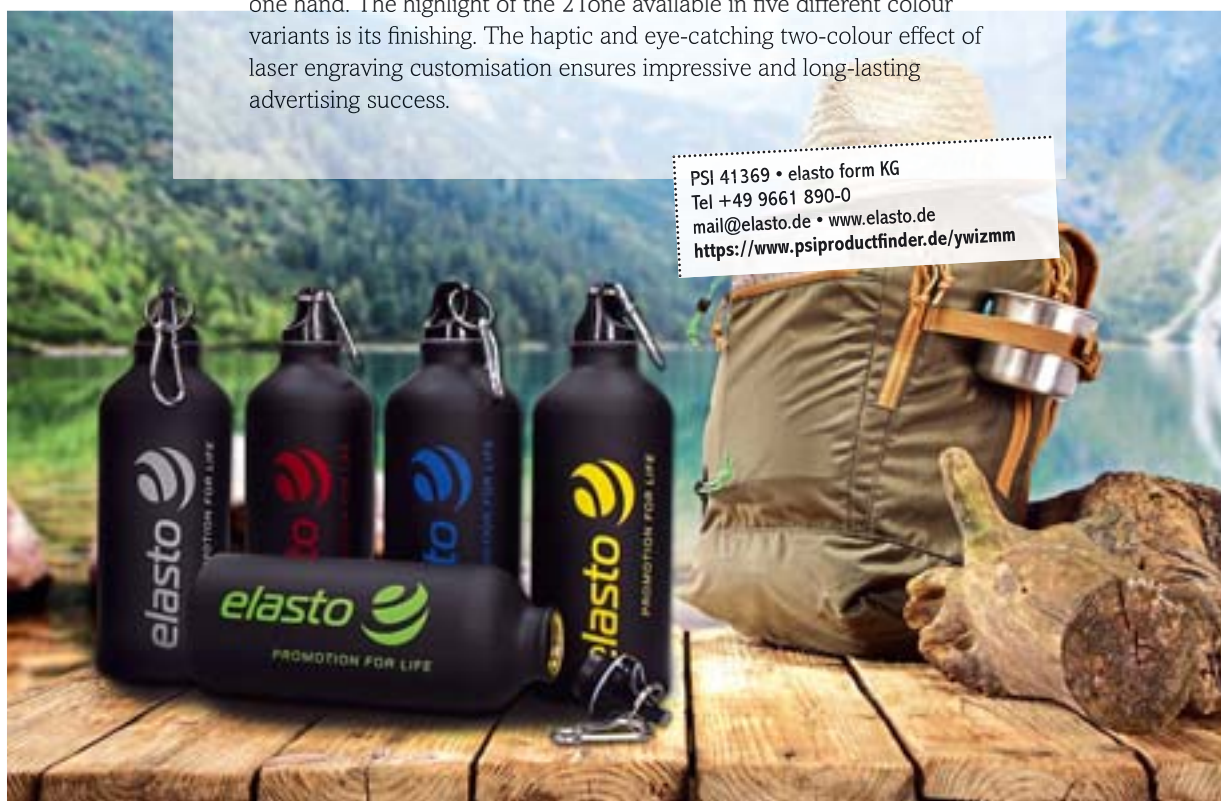
PSI 41783 • Tokai Europe GmbH
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Igniting qualities

Anyone who does not choose the best quality for stick lighters for the promotional product market is playing with fire. The customer is on the safe side with the GM3R FireBoy from Tokai. The lighter boasts an unmistakable design and is available in new trendy colours. The timeless, elegantly designed lighter is an eye-catching advertising medium for lighting garden torches, lanterns and charcoal. The Tokai FireBoy is refillable and has an on-and-off function that prevents accidental ignition. Each lighter has a printing surface for an advertising message and high-quality gift packaging is included.

Adventurer equipment

The extremely lightweight 0.6-litre aluminium drink bottle 2Tone from the product range of elasto is the promotional product for adventurers, ideal as a companion product when hiking in the mountains, canoeing in torrential waters or camping in the wild. In addition, the screw cap with a silicone ring ensures that the beverage stays where it should stay even in the most adverse conditions. Securely fastened to the buckle, the snap hook makes it easy to attach to a backpack and easy to remove with just one hand. The highlight of the 2Tone available in five different colour variants is its finishing. The haptic and eye-catching two-colour effect of laser engraving customisation ensures impressive and long-lasting advertising success.



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Very trendy

Cotton rucksacks and festival bags are in fashion: the promotional classics made entirely of cotton are securely lockable with a sturdy, double drawstring. Thanks to its generous storage space and low weight, the cotton gym bag is an excellent alternative to common backpacks. Available in many fashionable colours, there is a suitable model for every taste. Unprinted or printed with a smart design, the user of any age is back in fashion. The white backpacks are made from a cotton blend fabric. Further information is available on request.



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Trendy promotional snack

One of the most famous and popular superfoods that have been conquering the health-conscious food and snack market for years is Chia seeds. Chia seeds are rich in antioxidants, Omega 3, protein, fibre, vitamins and minerals. Kalfany Süße Werbung sells the contemporary 15-gramme bio-certified muesli bar from Bio-Zentrale in a promotional flow pack. Without chocolate, with the special recipe of kernel and corn with valuable Chia seeds. Customer-specific printing and packaging is used at the IFS-certified production facilities in Herbolzheim.



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For green thumbs

Once the ground has thawed, the Botanic garden set from Inspirion comes into play. The handy garden tools help with planting, weeding and repotting. Dead shoots are removed with the rose scissors, and the spray bottle ensures good irrigation. The rake and two blades lie comfortably in the hand thanks to the wooden handle. Shrubs and bushes can be compactly tied together with the winding wire. Thanks to the integrated cutter, the wire can easily be cut. After work, the diligent helpers find their way back into the sturdy canvas bag with reinforced carrying handles and various pockets.

Decorative energy supplier

Bottle Promotion is confident it can attract customers with the Fuse, an elegant lifestyle drink bottle with a fruit picker: Add flavouring powder or a vitamin tablet to water, skewer a little fruit – and voila, the soft drink is ready. The drink bottle with a practical carrying handle and a filling volume of just under half a litre is made of BPA-free polyethylene and has a diameter of 64 millimetres. The bottle is also available without a fruit picker and can be used as a multifunctional sports drink bottle. It is available in transparent, transparent-black and white. The closure is available in different colours. Bottle Promotion recommends all-round printing as finishing.



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<https://www.psiproductfinder.de/otq2mw>

Knuckling down properly

Gardening is fun with the comfortable knee cushions from B.W.S. Foamworld: Made of closed-cell polyethylene foam, these knee cushions insulate and protect against moisture. The CO-1100 model is available in yellow, red, blue and black, and customisable in one or two-colour screen printing from 240 pieces. Colour combinations are possible from 560 pieces. The larger CO-9005 model measuring 38 x 20 x 3 centimetres is available in several foam colours from 1,000 pieces. The FS-4526 is available in a carton in black with one-sided, full-surface sublimation printing on 100 per cent polyester cover from 158 pieces. Both items, including printing, are available within three to four weeks.

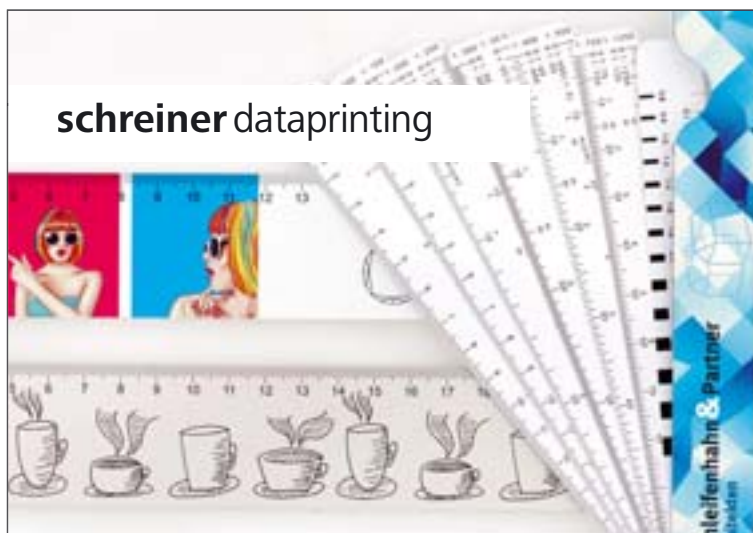


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Customer-specific tattoos

Customised tattoos from Promoskin are among the most cost-effective promotional products in the sector. The promotionally effective eye-catchers offer an almost infinite variety of design options. The tattoos can be perfectly showcased, for example, in the context of sports or music events as well as many other highly frequented festivals, contests and events. Promoskin can create full-colour bitmaps or vector tattoos in any size and shape. The tattoos are delivered individually packed in a polybag.

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Timeless outdoor fun

Success has a colourful range of Pustefix soap bubbles in its assortment for spring and summer. Pustefix has accompanied every generation since being founded 70 years ago and is today synonymous with soap bubbles. Soap bubbles are an optimal outdoor advertising medium that always create great joy and emotions. Pustefix is ideal because it is not quickly put aside, but actively used and valued. Soap bubbles attract lots of viewers and thus produce an optimal widespread impact. As a perfect outdoor companion, Pustefix soap bubbles combine good entertainment, bubble fun and fascination in a lovable and at the same time individually decorated advertising ambassador.

Colourful splendour

According to Regine IQtrim, its new product Megacolours makes it possible for the first time to produce highly reflective material in colours other than silver. Thus, outdoor clothing can now also be provided with coloured reflective piping and transfer foils. Available are self-adhesive stickers or iron-on reflector motifs in Megablack, Megablue, Megagold, Megagreen and Megared: saturated colours in daylight that reflect silver-white at night. In addition, EN 13356 certified reflective bandages for the arm and ankle can be coated in different colours. Colourful design, protection and care thus go hand in hand.



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From old into new

Superwaste from the Netherlands has launched an interesting collection of innovative trend products, made from recycled tea bags: the focus of the products made from tea bags is on upcycling, design and fair trade. The sturdy material is used to transport tea from the plantation, after which the material is treated as waste and discarded. Thanks to Superwaste, the bags are given a second life. Each product receives a unique print. In addition, suspendable garden plots can be created, filled with coconut tablets and seeds according to customer requirements. On the back of the label, the procedure for the growing advertising message is explained.

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Beautiful flip-flops

myFotoFlips is the right contact for successfully showcasing a logo and advertising message. The Berlin-based company specialises in producing and printing bathing shoes and toe separators, which can be printed over the entire surface of the sole in four colours from 25 pairs. All shoe sizes from 25 to 48 can be mixed individually without a minimum quantity. Optionally, single-colour branding of the straps and the mesh bag is possible. Set-up costs do not apply to resellers. Due to the in-house production in Germany, quantities of 1,000 pairs can be delivered by express within 24 hours. A free graphics service for resellers completes the offer.

Ten in one

Troika's work tool can remedy many problems. Ten important tools are of high-quality craftsmanship with attention to detail: Knife, saw, various screwdrivers and pliers repair minor damage in no time. String cutters and can openers are also included, as are a wood and metal file. And after work, the integrated bottle opener ensures access to a deserved refreshment.



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The world is round

The promotionally effective balls from Albene are hand-sewn and of high-quality craftsmanship. The assortment ranges from footballs to beachballs and volleyballs to mini balls, handballs and basketballs as well as American footballs and tennis balls, with a customised logo imprint in CI colours according to Pantone. As for the FIFA World Cup 2018, Albene is offering various qualities of football. This enables the end customer to identify with the respective brand or logo and a determinable quality. Each panel is screen printed before the ball is sewn by hand. Thus, every order for a ball is unique.



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Gardening pleasure

In the extended assortment of Promowolsch, watering cans, plant markers as well as flower pots and flower tubs made of sturdy plastic are now available for the outdoor and garden sector. Complementing the clearly defined benefits is the generous advertising space. Of course, advertising can also be applied discreetly on large areas. And with the world's widest range of fly swatters, insects returning in the warmer seasons can be kept at bay.



Drinking bar for on the go

Vapur from Bizness Enabler highlights the desired brand message around the campfire or at the Sunday picnic. The US outdoor start-up Vapur develops super light, reusable drinking systems. The Anti-Bottles are optimally adapted to the requirements of outdoor activities and can easily be folded up when empty. Unbreakable and extremely lightweight, Vapur bottles fit into any backpack. Printable versions are available with a capacity of 0.5, 0.7 and 1.0 litres. All Vapur Anti-Bottles are printable in different sizes and colours. Wandervino is ideal for connoisseurs and a picnic on the go or a cosy evening around the campfire: a specially developed container for transporting wine to protect against the sun. The leak-proof closure also prevents any air entering the wine.



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Near-natural powerhouse

The pine timber Q-Pack power bank from Vim Solution is not only light and practical, but something completely new: The power bank is made of genuine Black Forest pine from FSC stocks and with 2600 mAh provides sufficient reserve power for people on the road. Complementing the pine timber Q-Pack is a finishing area of 70 by 20 centimetres, which can be implemented using DE laser engraving, DE pad or screen printing as well as DE digital printing. The power bank can be ordered from just 25 units.

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Bring on the rain

The mini maxi poncho from Reisensthal should always be at the ready in case it unexpectedly rains. It takes up little space but can withstand any downpour. It can even be packed in a tiny format in its own breast pocket in the same design. It has two press studs under the arms as well as a wide collar opening for easy putting on and taking off and is washable at 30 °C. Reisensthal recommends the matching umbrella from the collection of the same name. Both products are currently also available in the “millefleur” look, thus explaining the new fashion décor in a springlike floral print.



Helper for outdoor professionals

Products of the Gerber brand, available for the advertising trade at Living Bytes, attract those people who want to be outdoors and not do without anything. The Gerber Hatchet from the Bear Grylls series proves to be a practical helper for chopping wood. A nylon blade guard protects the hatchet during transport and can be easily attached to the belt. Perfect for all other work is the Bear Grylls Ultimate Multitool. All tools in an opened state are locked via the Safe T Plus system. In addition to the slim pliers with an integrated wire cutter, there are blades with a smooth and serrated edge, saws, scissors, flat-blade screwdrivers and a combination tool with a bottle and can opener. For storage and carrying on the belt, a sturdy case made of black nylon material is included.

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

Smart cycling

Available at Lehoff, Teasi Core is an intelligent bicycle computer that connects to the smartphone via Bluetooth using the Tahuna app for Android and iOS with numerous unlocked functions for Teasi Core or external fitness sensors. In addition to basic values, the app also receives navigation information, trip data, training data and incoming calls. The expensive smartphone therefore remains safe and energy-efficient in the bag, with full equipment on the handlebar. The battery life lasts up to 85 hours and about 64 MB of storage space are available. The package includes a bicycle computer, bicycle handlebar mount, speed and cadence sensor, one USB data and charging cable, and a short user guide.



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<https://www.psiproductfinder.de/n2uwyt>

Striking and promotionally effective

Summer is just around the corner: No matter whether the customer chooses a rather inexpensive or elaborate, jazzily designed advertising space: Roll-Up.Bayern, manufacturer of trade show counters, roll-ups, beach flags, beach banners, event flagpoles, promotional tents and other individual product presentations, there are a number of eye-catching promotional banners. All products are delivered to the customer printed and in a transport bag. Perfect for outdoor events to bring out the best in advertising.



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High-quality textile finishing

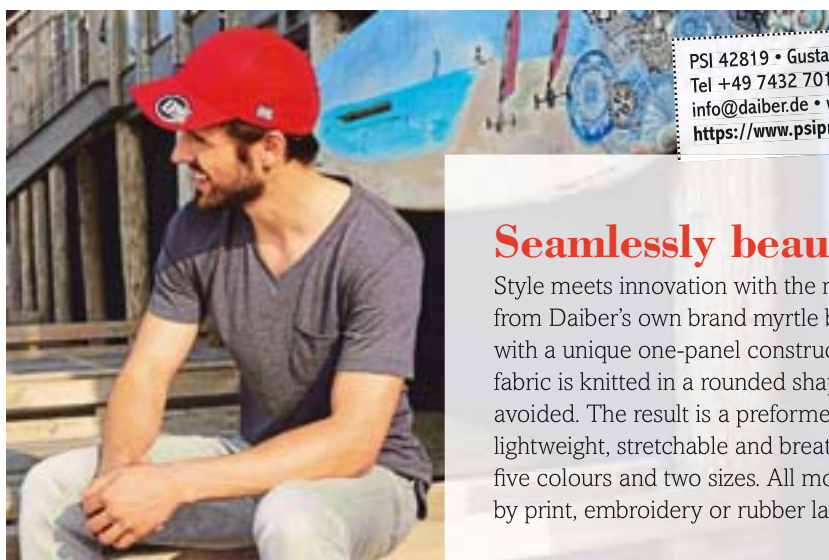
As a strong partner, Klam Textiles Marketing & Embroidery has been finishing everything the textile industry has created for almost 30 years. The embroidery is elegant and of high quality, the yarns used are intense in colour and of high quality for all customer requirements. At the same time, the company accompanies the customer from the beginning and implements even complex-sounding wishes with great expertise. Of course, the embroideries defy even adverse weather conditions outdoors. They are not only attractive, but also a robust form of showcasing eye-catching advertising outdoors.



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<https://www.psiproductfinder.de/zmq2mg>

Real eye-catcher

Long before any robot, Asia Pins Direct from Berlin has discovered its ultimate high-tech thing. It opens any bottle without a hitch, no matter what state the user is in. The smart, amusing tool can be used for any target group. The bottle openers from the capital city come in a great variety of colours and shapes and are high-quality eye-catchers for the customer. The tool is made of cast metal in combination with soft enamel. Printed or discreetly finished with laser engraving, the advertiser receives an individual and durable promotional product with everyday practicality.



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Seamlessly beautiful

Style meets innovation with the new OneTouch® Cap models from Daiber's own brand myrtle beach. These caps are produced with a unique one-panel construction. The high-quality 3D mesh fabric is knitted in a rounded shape so that seams are completely avoided. The result is a preformed one-piece crown that is lightweight, stretchable and breathable. The cool design comes in five colours and two sizes. All models can be individually finished by print, embroidery or rubber label.

Swiss equipment

Outdoor equipment and Victorinox belong together like Switzerland and the mountains. The Swiss manufacturer offers a variety of models for leisure or professional outdoor use. Whether from 6 or up to 38 functions, they all have uncompromising Swiss quality and functionality in common. They are also lightweight, fit in any bag and their handling is easy and safe. Special tools are installed for cyclists, mountain bikers, in-line-skaters, golfers, riders, campers, fishermen, hunters and foresters. Hikers and alpinists reach for the Traveller with a built-in altimeter, barometer, thermometer and digital clock. Appropriate tools are even on offer for parachutists and sailors. This is rounded off by various nylon and leather belt-pouches as well as chains.



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Everything inside for outdoors

Halfar®, the promotional bag specialist, is offering its comprehensive trekking backpack Mountain for outdoor enthusiasts. The sporty backpack weighs just 1200 grammes but holds up to 35 litres of luggage. All kinds of compartments, loops and grommets create orderly storage space for equipment from a hiking stick to a climbing harness. Even a drinking system can be integrated into the backpack. The straps are individually adjustable and the ergonomically shaped back adapts wonderfully. Mountain is a high-quality promotional product for all those who are active outdoors, from tour operators to distributors to regional marketing specialists. The backpack is available in navy, red and anthracite and can be individually finished using printing or embroidery.

Harvest fruit yourself

The Baby Tree concept from Green Earth helps you to grow your own fruit tree. The tutorial shows all the steps and instructions on how the concept works, including videos on the Baby Tree Community. All ingredients come in a DIY package. After some time with a little patience and care, the first harvest with your own fruits beckons. You can choose between the varieties apple, pear, plum and cherry. There are various options for personalisation.



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Start-ups such as Interflor24 are characteristic of a generation of new, young entrepreneurs that give the industry fresh impetus. The still young member joined the PSI network with no lesser claim than “to revolutionize the promotional product industry with more freshness and vitality”.

Start-up at the PSI 2018

Blossom-fresh promotional ideas



INTERFLOR24

Advertising and the heart flourish: Interflor24 helps to bring more colour, fragrance and vitality into the industry with real flowers and plants.



The “products” of Interflor24 convey truly flourishing and colourful promotional messages which also involve the sense of smell. As the name suggests, the company uses flowers and plants to send very positive promotional messages. This was also clearly evident at the PSI Trade Show premiere: “When we exhibited at the PSI in January, we were often asked if the flowers were really genuine and how flowers could serve as promotional products. A great deal of interest was shown. However, a precise understanding of the implementation was lacking. Many were surprised that real flowers could be

used as promotional products and wondered how it would be possible. Flowers and plants are in fact ideally suited for advertising purposes. There are many ways to advertise with flowers and plants, whether it be for small promotions, mailings or as a flowering give-away. Flowers touch and reach the customer, they bring brand and people together. And nowadays there are also plenty of options and ways to keep goods fresh and sustainable,” explains Prisca Götz of the Interflor24 team and adds: “And yes, the flowers and plants are real, just like the joy experienced when receiving such gifts.” Visitors to the PSI 2018 were once again able to convince themselves of this.

Trio with blossom-fresh ideas

The team consists of three people with blossom-fresh ideas: Ray Weisheit, Prisca and Werner Götz. Ray Weisheit, the owner, is the packaging specialist. He finds the right packaging for every flower and every order, no matter how specific it is and even if he first has to develop it. Werner Götz is responsible for import and logistics. He knows all the possibilities in Germany to deliver the goods properly to the right place at the right time. Prisca Götz is the voice of the company. She is responsible for order processing and is the first contact person for all inquiries.

A new experience with promotional products

And Prisca Götz also describes what Interflor24 stands for: "Our plan, our passion and our drive can be described as follows: Our aim is not simply to produce a creative and new alternative to the usual promotional products, but also to create a new experience with promotional products. Flowers awaken all the senses and arouse real joy which we want to pass on. We also want to make people aware of something new and show them what is possible with flowers and plants. We want to open up the blinkers of the distributors and agencies a little."

How it all began

Prisca Götz describes how it all began: "Werner Götz and Ray Weisheit have been working together since 1994. Werner has had a flower import business since 1987 and Ray also devoted himself to the most beautiful product in the world with a flower wholesale business in 1994. The two can thus look back on 23 years of collaboration during which time they communicated with each other on a daily basis. As the daughter of Werner, I grew up so to say with flowers and plants. While studying, I helped my father every now and then until I decided, after my studies in business administration, to work alongside my father. This decision came at the right time for Werner who, together with Ray, had already decided to give their occasional orders from advertising agencies a more professional framework and to expand their business with living promotional products. "Interflor24 was born and, in 2016, it joined the PSI community to adorn the promotional product industry with fresh flowers and plants and to offer "a flourishing alternative to the usual ideas".

Promotionally effective flora

"We are not just talking about the promotional product," says Prisca Götz. "We deliver flowers and plants with individually applied advertising by means of small banners on the flowers, labels, ribbons and much more. We also want to help our customers to find solutions and support them

At Interflor24, Prisca Götz is the contact person for promotional product distributors and consultants.



Product examples:

- various potted plants with banners in the pot
- various cut flowers (carnations, orchids, roses, and many more)
- various saplings suitable for the time of year (young olive trees, fruit trees, Christmas trees, and many more)

Examples of promotions:

- Cut flowers in vases at POS to give away
- Potted plants in a printed planter at POS
- Cut flowers with a sticker as a give-away, greeting/farewell/token of gratitude
- Dispatch catalogue with a flowery extra (send cut flowers with catalogue)



with creative, new ideas for the optimal implementation of a planned promotion. In short, we supply ideas with flowers and plants, and everything related to them. We supply flowers and plants such as cut flowers, potted plants, seasonal products, just about everything there is in nature as well as florist supplies, for example vases. Individual advertising is possible through banners, labels, ribbons and planters by means of various printing processes."

Inquiring is worthwhile

The Interflor24 service includes: Delivery throughout Germany and Austria (several addresses are possible); flower dispatch/flower forwarding; no minimum order quantity; delivery times depend on product and quantity. "Inquiring is worthwhile. If you don't ask, you'll never know," says Prisca Götz.

Open Monitor, a dynamic label consisting of several layers one atop the other, gradually reveals an individually deposited message after a tab is torn off or turned down. We have already shown this product with its “magical” promotional possibilities and are now presenting the latest state of development.

Open Monitor Promotion

High-tech sticker with great potential



The Open Monitor is unfolding enormous multimedia (promotional) powers. The product looks like a label and is a high-tech sticker comprising up to nineteen layers one above the other.



he team at PolyTaksys GmbH, the new sales company founded for the Open Monitor product family by Global Innovations Germany and the printing company Stuco, is researching the further development

of this electrochemical nano film processor together with the R&D team taken over from the University of Münster. This high-tech sticker is unfolding enormous multimedia (promotional) powers. We talked to Michael Scholtysek, Director of Sales and Marketing at PolyTaksys, about how



Michael Scholtyssek

the development of the Open Monitor product family is now going.

Mister Scholtyssek, first off, a question to help us better understand: what is Open Monitor Promotion and what are its various products?

The product looks like a label and is a high-tech sticker comprising up to nineteen layers one above the other. Its total thickness has been reduced to a mere 0.075mm. A film level serves to transport the information and can be printed or designed with promotional messages, images, winning symbols or discount marks as desired. A closed, aluminium coloured window above it becomes transparent in the course of a predefined time period by dissolving the aluminium layer covering the messages. Thus the user receives the printed information after a time delay. Thanks to further development, there are now time variations available for opening from three to four days, exactly four days, or five to six days.

Just how exactly does the Open Monitor Promotion work?

The user activates it by folding down a tag and thus setting off the window's opening process. The process is based on the functional principle of the lateral self-oxidation of aluminium, this simply means that aluminium becomes transparent. This chemical reaction happens without a battery in conjunction with a saline solution. The product does not contain any heavy metals. After a few minutes, the activation notification "ON" appears and the opening time starts running like a slow-motion film for the defined time period. There are now four different sizes of window available: 10x15mm, 20x20mm, 25x50mm and 40x70mm. While the first two sizes open up from left to right, the last two versions are so-called transverse openers. This means that the height of the window is di-

vided into two elements, one opening up from the bottom and the other from the top, that meet in the middle to conclude the opening process.

What makes this product so special?

The whole thing is based on an electrochemical dissolution process of an extremely thin film of aluminium. The technique is protected by patent in all major key markets. Since its function is based on the use of a sodium chloride solution, or saline solution, there are no factors that could negatively impact the environment.

What possible uses are there for the Open Monitor Promotion?

Allow me to list them briefly:

- > Customer guiding at the POS
- > Customer acquisition and reacquisition
- > Guiding to websites to market new products or online content
- > Campaigns with discount scaling
- > Displaying winning codes (numbers, words images)
- > Special offers
- > Loyalty or collection points
- > Instant wins
- > Can be applied to flyers and packages

What are the capabilities of the Open Monitor?

Success comparisons of the Open Monitor with traditional contests yielded on average 75 per cent repeated viewing of a flyer supported by Open Monitor, 13 per cent sales increase, 21 per cent traffic increase during the campaign, 10 per cent increase in the repurchase rate, 43 per cent increase in new customer acquisition and 25 per cent landing page visits by participating customers.

Can the products already be produced or purchased?

This innovative, patented technology – the only one of its kind on the market – is now marketable and ready for series production. There have already been commercial promotional projects with a transnational approach implemented that confirm the higher advertising impact, the possibility of lengthening the contact range, multiple contacts at the POS, and sales increases in unexpected dimensions. The areas of applications have been expanded by the supplementary opening times, as well as window formats for dialogue marketers, agencies and the trade.

What additional variations can we expect?

On the way to developing the actual target product, the electronic minimum shelf life, more products in the Open Monitor product family are almost ready for the market. The goal of winning over an investor has been implemented and thus a dynamic future orientation of the Open Monitor manifested and as a consequence, new technical production conditions have been created. One of the related

Open Monitor currently comes with windows in various sizes: 10 x 15 mm, 20 x 20 mm, 2 x 12.5 mm x 50 mm, window size 2 x 20 mm x 70 mm.



machine extensions takes its orientation from current market requirements and guarantees production quantities in the millions. At present, we suggest offering this innovation to retailers, businesses with a branch structure, industry partners with upcoming events or products they would like to present, dialogue marketing agencies and advertising agencies.

And what is so special about using the Open Monitor?

Conventional contests in today's applications offer instant availability of information. The focus is increasingly placed on digital worlds where building up a lengthened contact range is difficult because it tries the target group's patience to have the relationship and interaction with a brand or message turn into something exciting. The power is lacking to encourage a target group to make multiple contacts, both with the advertising as well as at the POS or POI. Thus customers do not generate additional sales. However, the Open Monitor is a link between print and digital that enables precisely this to be achieved in the promotional sector. Direct control of the target group through time-delayed information creates traffic at the POS, on digital media and generates 'genuine' sales. An Open Monitor promotion is like sending or distributing a contest three times, since the time-delayed release of information enables three independent messages and thus three calls to action to be forwarded to the target group. The contact range is enlarged, and both the interaction as well as the intensity are enhanced.

How can I successfully make use of the Open Monitor?

The Open Monitor Promotion is a technically innovative vehicle. All it needs now is clever advertising aimed at the target group. All products are activated by the users themselves and then start to reveal messages, for instance, images or symbols. All print media and promotional products can enhance and lengthen the perception of their advertising messages with this technology, both in viewing the promotional product itself and the information it communicates as well as in guiding the flow of customers to websites or branches.

And what will the future bring?

Laboratory developments are in the final stages in the area of quality control, such as the opening time of a product, determining the moisture or temperature of a product's environment or the electronic shelf life, and the next step is to adapt them to real-life production conditions. To this end, we are approaching food producers that offer products in the mid to upper price range in order to be able to finally round off the technical conditions in 2018. <

Examples of successful uses



Dunkin' Donuts:

When customers buy a product at a branch store, they get an Open Monitor flyer. But they cannot immediately see if they have won or not. One day later they see whether they get a ten per cent discount and after three days, whether they have won an instant win (donut or coffee) or one of the jackpot prizes. The instant win is shown as an image and the jackpot prize as a code.

The advantage over competing products is that customers have to come back to the branch to redeem their winnings or discounts and thereby generating another sale. In addition, the advertising on the flyer, which in this case exclusively launched a new product throughout Europe, is seen for a period of several days. Customers will probably visit the website because that is where the wins are listed.



Modehaus Marx:

Advent campaign in the form of a contest with discounts of up to twenty per cent, as well as one hundred fashion vouchers amounting to a total of 4,000 euros.

Campaign last November: personalised dispatch of contest cards with Open Monitor Promotion exclusively to existing, bonus-eligible customers.

November 23 to December 24: remaining cards distributed at POS. Only redeemable if customers register again on site and thus become bonus eligible.

Successes with the Open Monitor at Modehaus Marx:

- Only 50 per cent of marketing budget used compared to previous December
- Selective awarding of discounts to regular customers (to all customers last year)
- 16 per cent more bonus-eligible customers after the campaign period
- 17 per cent of customers written to redeemed the discount while making a purchase
- 17 per cent more items sold per customer
- 10 per cent sales increase compared to the previous anniversary year
- Record result of anniversary year broken
- Gross yield disproportionately increased compared to the anniversary year

The 2018 collection from textile manufacturer and specialist in high-value brand clothing for the catering and hotel business, Karlowsky Fashion, relies on a combination of functionality and style. The focus is particularly on the themes of jeans and lightweight materials.

2018 collection

Lightness in the kitchen



The chef's shirt New Identity impresses with light-as-a-feather grammage.

The days of heavy, uniform-like chef's jackets are finally over. With the motto "work meets fashion", Karlowsky Fashion is presenting new items that blur the boundaries between work and leisure-time clothing. Alongside stylish chef's jackets, you can also find for the first time ultra-lightweight chef's shirts in the product range. While developing these products, particular value was placed on lightweight materials that give the wearers the maximum freedom of movement. Chef's jacket Noah, chef's shirt New Identity and the chef's shirt Modern Edge impress with light-as-a-feather grammage while being washable at 95°C.



Karlowsky is serving a healthy portion of fashion with its new jeans collection. Here you see the chef's jacket 1982 Jeans Tennessee.

A healthy portion of fashion

"Chefs are artists who should also be able to express their individual style in their workwear," says Managing Director Thomas Karlowsky. Along with the new jeans collection, Karlowsky is also serving a healthy portion of fashion. The collection includes not only chef's jackets, but also pinafores, bistro aprons, service bows and neckties in the colours vintage blue and vintage black. For the premium segment, Karlowsky has fashion to offer in the form of the chef's jacket Diamond Cut® Avantgarde, a sporty yet luxurious model. Here is where timeless design meets a slender silhouette, stand-up collars and cuffs with the finest Pima cotton and functional details.

Functionality takes top priority



The chef's jacket Diamond Cut Avantgarde is a sporty yet luxurious model.

Catering is demanding and hectic. In order to meet these special requirements, the functionality of clothing takes top priority for Karlowsky Fashion. Each detail aims at making daily work easier for the wearer – washable at 95°C, extremely lightweight materials, press studs and zips so they can be put on and taken off quickly, or breast pockets with enough room for smartphones, pens and small kitchen utensils. You will find an overview of all the new articles in the new product brochure at www.karlowsky.de. <



WIR BESIEGEN BLUTKREBS

„MEIN BLUT WAR KAPUTT.“

Marlon, geheilter Blutkrebspatient

Dank eines passenden Stammzellspenders konnte Marlon den Kampf gegen den Blutkrebs gewinnen. Heute führt Marlon wieder ein normales Leben. Viele Blutkrebspatienten haben dieses Glück leider nicht.

Sie können helfen: Registrieren Sie sich jetzt als Stammzellspender und schenken Sie Patienten wie Marlon so neue Hoffnung auf Leben!

Jetzt registrieren auf dkms.de

Mund auf. Stäbchen rein. Spender sein!



Mehr Geschichten auf



As mobile charging stations, power banks have established themselves in many sizes, shapes and memory sizes as a practical power supply for on the go. But the devices also carry risks. Intertek helps manufacturers, importers and distributors of power banks test their devices for compliance and safety.

Intertek

Safety checks of power banks



Uf the battery is empty and you cannot find a power outlet far and wide, the small, powerful pocket power plants are a perfect source of energy. Power banks are now able to offer a very high level of energy density. With incorrect handling, however, they can quickly become dangerous for users. On top of that, there are more and more imitators in the market alongside manufacturers of high-quality power banks, who attract customers with inexpensive, high-powered power banks. The use of such devices can have fatal consequences.

Possible risks

Particularly due to the rapidly increasing energy density of power banks in a small space, through the use of inexpensive components as well as through negligent workmanship, the pocket power plants can cause damage to property and health due to misuse or their construction. High-charging current or a device that strongly absorbs the energy of a power bank battery can lead to overheating of the power bank, a noticeable shortening of the life of the battery, functional limitations or, in the worst case, even the malfunction of one or all connected devices. Overheating, a short circuit, fire, chemical burns or even toxic gas can be the result. In some cases, power banks have exploded, releasing high levels of energy, heat, and

a wide range of pollutants in the vicinity of users and bystanders. If you want to enjoy your mobile charging station for a long time, you should avoid cheap products and non-traceable imports. Thorough research should be conducted to validate that power banks are marketable and suitable for use.

Solutions from the specialist

The professionals at Intertek – a specialist in tailor-made quality assurance, testing, inspection and certification solutions – provide manufacturers, importers and distributors of power banks with various solutions to test their devices for compliance and safety. These include reviewing existing documents, certificates and test reports for existing power banks to determine any possible need for action. Additional services include random checks, such as a drop test, overcharge test, spot-check of EMC behaviour and spot-check of electrical safety, or partial tests according to applicable standards. The portfolio is supplemented by extensive tests according to all applicable standards, complete EMC behaviour or even electrical safety of the battery. Checking chemical requirements (optional) includes the EU Directive 2011/65 of the European Parliament and the Council on the restriction of the use of certain hazardous substances in electrical and electronic equipment (RoHS). The SVHC Risk Assessment is also offered on “Substances of Very High Concern” under the REACH Regulation. Intertek will gladly provide detailed information and prices.

Contact:

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- Quality assurance concepts for promotional products
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- Social compliance audits
- Conformity with REACH etc.

All further informations and dates can be found here:

connect.psi-network.de/Intertek2018



Advertising that fructifies

Who doesn't know the original printed mini sachets with delicious fruit gums? Apart from traditional little bears, the promotional product manufacturer JUNG also fills the sachets with **fruit gums with fruit juice quality**. The refreshing gummy bears of the Trolli brand with an intense fruit taste contain 30 per cent fruit juice. Individually printed on white or transparent foil, they offer eye-catching advertising space. A true fruit surge is guaranteed with the vitamin fruit gums. In addition to fruit juice, real pieces of fruit ensure an intense and juicy taste.

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Powerful fun when tightening screws

The most important screwdriving tools at your fingertips and even fun when tightening screws – that is what the **Kraftform Kompakt 28** from Wera offers with six bits with Phillips and slotted profiles in the handle. The fun comes through the integrated hard and soft zones in the handle, which ensure fast and ergonomic work with great force transfer. The supplied stainless-steel bit holder with a snap ring and permanent magnet ensures a lightning fast connection, and the hexagonal geometry on the handle prevents unintentional rolling away of the tool. Customisable with a custom logo from 100 pieces.

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Design cup with drinking feel

The environmentally friendly **Design ISO2go Cup** from Adoma boasts numerous innovations and details. Developed by the professionals at Bariste and created by Reichert Design, this elegant reusable cup fits under every coffee machine in the catering trade and also at home. A new and smartly designed closure technology as well as an optimised drinking opening provide a novel drinking feel, the so-called taste design. The cup insulates so well that no additional cup sleeve is necessary, even with very hot drinks, and it keeps coffee or tea warm enough to drink for up to 30 minutes. It is printable in up to five colours and is guaranteed to survive at least 500 rinses.

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Lindt Schoko in express service

At very short notice, CD-LUX now offers advertising that melts on your tongue. Heavenly enjoyment and optimal advertising impact are ensured by the exclusive **chocolate variations** from Lindt. At CD-LUX, various versions are now available in express service, i.e. within three working days. The high-quality packaging is completely customisable.

Thus, this fast advertising ambassador is ideally suited as a give-away, as a customer mailing or as a sweet greeting in between.

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gripOne® revolutioniert den Alltag aller Tüten- und Taschenträger.

Mit nur einem Klick umschließt der innovative Tragegriff die Henkel von Tüten, Taschen und anderen Gegenständen.

Ihre Kunden werden ein völlig neues, positives Einkaufserlebnis erfahren und diese Eindrücke künftig mit Ihrem Unternehmen verbinden.



Ergonomisches Design



Integrierter Einkaufsclip



Integrierte LED-Lampe

Flying advertising start

Hilarius Design says the sky is the limit and is offering **a plane in a box** for a flying start to establish new business contacts. The fully reusable biplane can be individually printed according to customer requirements. The aircraft are delivered flat so that customers can ship them under separate cover. The recipient can then put together his personal model aircraft in a few simple steps.

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<https://www.psiproductfinder.de/n2fhw>



Woken up with espresso

The new **stainless-steel Espresso Maker** from Relags impresses with its appealing design and high-quality workmanship made of stainless steel. The special interior finish ensures smooth surfaces inside the espresso maker. The device is suitable for all types of ovens, in particular for induction ovens. With its ergonomically shaped handle, it fits well in the hand and reduces the risk of touching the hot pot. It is available in three sizes for four, six or nine cups of invigorating espresso.

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 relags@relags.de • www.relags.de
<https://www.psiproductfinder.de/otc5yz>



Powerful ringing sound

The large **“Dingdong” bicycle bell** from team-d with its powerful sound belongs on every bicycle. It has a durable mechanism and can be customised to fit the advertising message or target group individually with a doming. The metal bell comes with a plastic handlebar support in black and green. 4c motifs are easily implemented when finishing with a doming. They boast special colour brilliance and are particularly eye-catching, robust and inexpensive. Individual doming is possible from just 100 pieces.

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Every bite a contact

They are very small and yet literally on everyone's lips: the **mini-flag pickers** from Prime Guest have their grand entrance whenever there is something to celebrate or to taste or a new product is to be effectively presented. Whether it be nibbles, finger food, burgers or sandwiches, they all get their own decoration. With an individual print from just 100 pieces, they will be a star at the POS or at the trade show stand. Prime Guest is setting standards with its broad portfolio of high-quality catering products. The company has many years of experience in equipping restaurants and hotels with table top products, from napkins, tablecloths, runners and placemats to printed coffee-to-go cups and packaging materials.

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



Everything for the football fan

Multiflower has packed everything a football fan needs into a **practical box**. The user gets a complete set consisting of fan make-up, a whistle and something sweet to calm the nerves during an exciting game. It is even small enough to fit into your pocket. The surrounding sleeve offers plenty of space on the standard motif for an advertising print from 250 pieces. A special design of the sleeve is also possible from 250 pieces.

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Maximum taste, minimal calories

Tasty barbecue sauces and dips are a megatrend: Low carb, low fat, low sugar. Family, friends, fans and customers enjoy sauces for steaks and sausages, dips for nachos and vegetables, delicious dressing for salads and snacks. Only 4 to 9 kcal per serving. The incredible sauces and dips in 4 delicious flavours are the perfect advertising and brand ambassadors. Sport and emotion, family and friends, enjoyment and feasting, more conscious nutrition, with a shelf life of up to 12 months. So far known almost exclusively in the fitness sector, now **exclusively for the advertising and merchandising sector** from Be Hoppy Group. Starting from 100 pieces with customer's own branding and original packaging. Truly a world champion.

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The stamp product specialist Heri-Rigoni and its own brand emotion product are prepared for the sporting event of the year with two creative products: a bonus card for customers that makes them repeat offenders when shopping. The high-quality stamp, which is delivered with the bonus cards, scores with individual motifs. Matching the World Cup look and possible individual printing, this product is a **proven marketing tool**. The second highlight is also a permanent World Cup companion on tour with the customer – a fan that combines three functions: it provides cooling with a simple plug-in system, offers a large space for a promotional print, and displays the match schedule. Due to its flat folded size, it is also a perfect mailing enhancer.



The FIFA World Cup and European Championship football competitions alternate every two years. There are football tipping contests in almost every office. It is especially nice to have the business contacts and logos of advertising companies in the field of view each day. This is very simple with the help of the printable **"Pouleball"**. It is delivered flat and can then be easily assembled into a football on which tips can be recorded. Thanks to the good quality, it remains steadfast throughout the competition and even adorns the desk afterwards.

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PSI Sustainability Awards | Winners brochure

The third event of the PSI Sustainability Awards in 2017 boasted a **record attendance**, a significantly **higher level of submissions** and **top-notch winner profiles**. CSR and sustainability have long been a substantial component of a large and rapidly growing part of public companies, as well as many smaller and medium-sized companies. Every second supplier within the promotional product industry is committed to sustainability. Every third distributor takes concrete measures to certify their ac-



tivities or obtain evidence of sustainability. With the PSI Sustainability Awards, the PSI ensures greater transparency when it comes to providing reliable proof of the sustainability of the industry. The **2017 winners** can now be found in a **brochure** and on the **winners landing page**. The latter also links directly to the winners of 2015 and 2016. <http://connect.psi-network.de/gewinner17>.

Closing date for the PSI Sustainability Awards 2018 is 20 April 2018.

PSI on site | Events 2018

The promotional product market is facing ever more complex challenges. With its new series of seminars and **industry-specific events**, the PSI wants to provide its members with market-relevant know-how and present innovations and trends. In short, it wants to offer a **knowledge edge** and thus create **competitive advantages**. And that's not all. Presence in the market is just as much a part of PSI's work. That is why the international network of the promotional product industry regularly presents its range of services with its own stand at leading international trade shows. The event calendar at www.psi-network.de/veranstaltungen shows where the PSI can be found.



PSI member benefits | Comprehensive promotion portal

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At the PSI 2018, 50 new products competed to win the approval of promotional product distributors and marketing decision-makers as part of the PSI FIRST Club. Visitors to the trade show decided which three products impressed the most through their innovativeness. On 20 February, the three winners were honoured at an exclusive dinner.

PSI FIRST 2018: People's Choice Award

Public favourites duly honoured



Happy faces everywhere (from left to right): Benjamin Meyer, Bastian Scheil (both Vim Solution), Petra Lassahn (PSI), Arne Paul Bender (Jung Bonbonfabrik), Michael Freter, Esra Akkus (both PSI).

The ambiance at Rocca im Gehry's was the ideal setting for this year's award ceremony. The charismatic restaurant in the Düsseldorf Media Harbour exuded charm appropriate for the evening. The dignified significance of the location and the value of the exclusive award, which this year went to Vim Solution, Jung Bonbonfabrik and Samoa, complemented each other. Their products convinced the trade visitors of the PSI the most.

At the top of the list were Orga-Flash Note from Vim Solution, a combination of a USB stick and sticky notes, the ecologically degradable muesli mug from Jung Bonbonfabrik, and the organic loop bag from Samoa. "At the PSI 2018, the promotional product industry once again showed how much innovativeness and ingenuity it has. All in all, this year's PSI FIRST participants impressively underscored this – especially the three winners. We are delighted that the promotional product range has been expanded by a total of 50 creative, practical and sustainable products in this connection," summarised Petra Lassahn, Event Director PSI. She and PSI Managing Director Michael Freter had the honourable task of distinguishing the glorious winners (or at least two of the three winners as Samoa was unable to attend that evening) with the People's Choice Award. And this award was embedded in a delicious three-course meal. Before the dessert was

served, Petra Lassahn and Michael Freter sweetened the evening of the representatives of the victorious companies by awarding the winner trophies and the corresponding certificates. Beyond the awards ceremony and the stylish dinner, it became clear on this evening what distinguishes PSI as an international network: there was a lively exchange. The winners were particularly unanimous about one thing: This award is an incentive to continue to bring innovations onto the market. <

PSI FIRST – platform for exclusive products: The industry is as innovative as that

The PSI FIRST Club has existed for five years now. From the very beginning, the prize, which has been presented since 2016 as the People's Choice Award, has strived to be a platform for exclusive product launches. Whether they improve existing communication options, serve as real eye-catchers, facilitate everyday or workplace processes, are permanently present or protect the environment – the 50 PSI FIRST products once again combined three aspects: new features, new distinctiveness, new application possibilities. The following three products made the hearts of PSI visitors beat faster.

1st place: Orga-Flash Note from Vim Solution

Haptic and digital lie literally side by side with the Orga-Flash Note. The winning product from Vim Solution is a combination of a USB stick and sticky notes. The bracket and the integrated USB stick can be finished over the entire surface. This practical solution made it number 1. "We already had a very good feeling at the trade show because of the enormous interest in this product," says Bastian Scheil, Managing Director of Vim Solution. "This

has now been confirmed by the award which, of course, makes us very happy. The fact that we now hold a second PSI FIRST Award – following the award for our Concrete Power Bank – substantiates our work once again. You can also look forward to new, trendy and innovative promotional products at Vim Solution in the future."



2nd place: Ecologically degradable muesli mug from Jung Bonbonfabrik

Jung Bonbonfabrik chose sustainability as its submission, securing 2nd place. The idea: a high-quality, sustainable muesli mug. Made of brown cardboard, it is made from regenerative and renewable resources without the use of pesticides and fertilizers. The mug is therefore entirely biodegradable. It becomes a promotional product through

an advertising insert that can be individually printed and offers plenty of space for an advertising message. "We are delighted with the positive response to our muesli mug. Winning at the PSI FIRST 2018 encourages us to offer environmentally friendly product alternatives and thus make a contribution to sustainable development," explains Dennis Dennig, a partner at Jung Bonbonfabrik.



3rd place: Organic loop bag from Samoa

At first glance, it's just a carry bag. But if you look closer, the third-placed product is a biodegradable organic bag. While bags made of plastic and the like pose a heavy burden on the environment, Samoa's bags made of corn starch are an environmentally friendly and resource-saving alternative. Thanks to a wide variety of finishing options, the organic loop bag will become a sustainable advertising ambassador. "We are very happy to have been successful with our organic carry bag at the PSI FIRST Club. We did not expect this and are even more happy now. Since the PSI, we have been overwhelmed with orders from all over Europe. This approval means a lot to us and shows us that we are on the right track with our products, especially our organic range. We would like to thank everyone who voted for our organic carry bag. It's nice to see that sustainability is also of great importance to others."





Pascal Nun (right, with team), Project Manager Marketing, wir-machen-druck.de

High-quality contacts

"We're participating at the PSI for the first time and are all the more surprised by the quality of our contacts. Here we find exactly the right target group for our range of promotional products." The company has made a name for itself as a low-priced print service provider for private and corporate customers and entered the promotional product segment in 2014 with customisable beverage cans. Printed and embroidered textiles have also been offered since 2017. "The individual range will be further expanded in the future," announces Pascal Nun.

Frank Janssen, representative for corporate customers, Niederegger Lübeck

Classy and versatile traditional products

"After a rather quiet first day of the trade show, we had a much higher number of visitors on Wednesday. However, we notice that our products in the promotional product market suffer from the outdated 35-euro regulation. An adjustment is urgently required!" Niederegger products are individually adapted for the promotional product market by means of sleeves or banderoles and are also available in small quantities. In addition to the core business with marzipan, nougat and truffle chocolates are gaining more and more importance. "Our goal in Düsseldorf is to raise the company's profile among smaller customers as a supplier of promotional products," says Janssen.



Manfred Sarrazin, Managing Director, Technotrade Import-Export GmbH

35-euro limit as obstruction

"We have been exhibiting our weather stations and clocks from the Technoline series at the PSI Trade Show for over 20 years now. However, in recent years we have not seen any real increase in market demand. The antiquated 35-euro limit is quickly exceeded, especially with our high-quality weather stations. Consequently, our products are drawing less attention as classic promotional products. "Smaller, technically modern weather stations and table clocks for office and home users are still in great demand. "In general," says Sarrazin, "the industry has to make sure that the classic promotional product can continue to hold its own in the future!"

Sarah Schorge, Sales B2B / Export, Westerwald-Brauerei Hachenburg

Beer as international advertising media

"Beer is a great multiplier and therefore a very special promotional product. In our fourth year of participation at the trade show, our individually printable 5-litre party kegs are very popular with our customers." In particular, Sarah Schorge is especially delighted with the sharp rise in the number of international visitors at the stand in Düsseldorf: "We have even had visitors from New Zealand," she says. For Westerwald-Brauerei, the trade show is increasingly becoming an indispensable contact exchange, the results of which are still clearly measurable months later. "A good beer with an imprint leaves an impression," says a delighted Sarah Schorge.



Dagmar Zaun (right), T.ü.t.e. GmbH

Amazing bags

"We are now experiencing the PSI for the second time and are mainly using it to personally meet our customers. These contacts are very valuable to us because our products also require the tactile experience." This young company distributes individually printed paper bags and durable bags (jute, cotton, woven, non-woven, etc.). "However, our unique selling proposition is particularly in demand this year – the 'TaTüTeTa' is a digitally printed bag that can be produced in-house and delivered in the shortest possible time even in very small quantities," says Dagmar Zaun when describing the trade show highlight.



Sliding ceramic images are transferred one by one from paper to the mug and then fired at 800 °C.

Könitz Porzellan

Fine handcrafted decor

Another loyal PSI exhibitor is Könitz Porzellan GmbH. The mug specialist has combined passion and creativity in its corporate principles since 1909. As a result, ever new mugs and cups are created with great attention to detail, hand-decorated and of a high quality. Könitz also demonstrates this regularly at its stand. In custom design, they develop eye-catchers in unusual designs, special prints, individual colour mixtures or special shapes and, with their many years of experience, know-how and technical sophistication, offer the promotional product trade design, shape development, production and print in brand quality with ever new imaginative decoration options from a single source. www.koenitz.com



Goldstar Europe

Irish-style celebrations

Goldstar Europe, the promotional product supplier headquartered in Dundalk, Ireland that specialises in high-quality metal ballpoint pens, brought along plenty of new products to the PSI 2018. It is well known that the Irish understand how to celebrate in their own unique way. The Goldstar team invited visitors to the PSI Irish Party at the end of the second day of the trade show. The popular party again took place at the Irish pub Fatty in the Düsseldorf Old Town. "We all work very hard in our industry and we should celebrate that together," says Managing Director Colin Loughran. "One of the key components of our corporate philosophy is the motto 'Work hard, play hard'. Suppliers and distributors meet at the Irish Party to relax and have fun together." One of the most famous and successful singers from the Emerald Isle, Cathal Dolan, ensured a good atmosphere by presenting traditional Irish songs as in the past year. www.goldstar-europe.com





FORUM Werbemittel GmbH, Margot and Markus Angermayr, Weißkirchen, Austria

Endless possibilities of contacts

“We have been visiting the PSI for 22 years and have a high regard for this trade show, especially because of the endless possibilities of establishing contacts. We always visit our regular suppliers, on business or privately, but we also like looking at interesting products that were presented in the PSI Journal. “For the two Austrians, the relatively early date in the year is perfect: “So many other events take place as early as February so the date in Düsseldorf is always the classic prelude to the new promotional year”.

Mechthild Röhm, Marketing Director, Hultafors Group

Quality Made in Sweden

“Here we present the new products of the six brands of our Swedish company. We show workwear textiles with clothing and shoes as well as tools for the promotional product market. An eye-catcher is the folding rule in the unusual length of 2.40 metres. We have a long tradition and produce to a high standard of quality. The response to our range is fantastic: Customers are excited about the quality and the fact that we manufacture in Europe. We are delighted with the many international customers, so we will have to offer our catalogue in English in future. This year, we will continue to invest and purchase a really sophisticated digital press.”



Heike Hampe-Rudolph, Managing Director, Mahlwerck Porzellan

International interest

“At our stand we had many interested customers who looked around intensively and asked for information about our new products. As on the opening day, there was a noticeably greater number of visitors on the second day of the trade show around noon. Generally speaking, this year was better than last year. It was also very pleasing to note that about half the visitors came from abroad.”

Paul Schröter, International Sales KHK

New products also for men

“From our point of view, our participation at the trade show was very successful. In addition to our regular customers, we were also able to welcome many potential customers. Especially for me as a new employee, it is helpful to meet customers in person. One of the product highlights in our range is undoubtedly the popular beard wax for men who have not been so present as a target group but are sure to catch up.”



Mihaela Gheorghita, Chili Ideas, Import Manager

Technical products all the rage

“Once again this year, visiting this trade show with its huge array of diverse promotional products is a lot of fun. The exhibitors are very well prepared and the event itself is very well organised. I have already discovered some really interesting things. Especially technical promotional products are all the rage.”



Stefanie Lorsch, Wirtschaftsbetriebe Duisburg AöR, Purchasing, Commercial Services

Impressive variety

We came here with a completely open mind and are already very impressed with what there is to see here. We work in purchasing and wanted to experience the trade show from a different perspective. As a rule, our department is advised by our corporate communications department what we should purchase. We did not expect the assortment to be so diverse.

Yvonne Kuhlmann, Uniglas GmbH & Co. KG, Head of Marketing and Communications

Colourful and inspiring

“The trade show is colourful, diverse and exudes a very friendly atmosphere. I like it very much. We come from the customer side and are here for the first time. Our aim is to be inspired and to gather ideas for next year. We are particularly interested in what is really new, what would be acceptable to our partners and what can be implemented as customer gifts.”



Evelyn Brüninghaus, Boll & Kirch Filterbau GmbH, Marketing

Overwhelming assortment

“I was pleasantly surprised as I did not expect such a big trade show. I am visiting the PSI for the first time at the invitation of my promotional product distributor and I am really impressed by the diversity of the product ranges. I constantly see something new.”

Günter Seybold, Seybold Handelsagentur, Managing Director

Loyalty is a matter of honour

“I have been coming here for 25 years. This year we visited our main suppliers in the first two days. Today, on the third day, there is less hustle and bustle and you can stroll through the trade show entirely relaxed. At

first, I was totally against inviting industry customers and even withdrew from the PSI. Today, I see it differently: allowing industry customers to visit the PSI can help us to advance our industry provided it is properly prepared and the suppliers are loyal to their distributors. These customers have no idea how much service and work are involved when we prepare product selection, procurement and finishing for them. However, it is essential that we are always honest and fair to each other. Then it is a valuable advantage.”



Ralph Knapich, Fluxx Ltd., Managing Director

Industry Customer Day better organised

“Going by my impressions so far, the PSI has remained stable at the level of recent years. However, I find that the Industry Customer Day was better organised this time. In my opinion, most distributors have accompanied their customers through the trade show, so the presence of industry customers has been more clearly perceived by the exhibitors. Of course, sending an end customer alone through the trade show would be risky because if he discovers the prices, he may meet exhibitors who are not in the GWW and who know the system from Newsweek.”

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07
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PSI

Industry needs clear business models

Ut could be heard everywhere at the PSI and market researchers confirm it again and again: Promotional products are in demand! The market is operating at a high level – this is the conclusion reached by the sixth edition of the PSI Industry Barometer. In 2017, PSI members achieved an increase in turnover of 5.2 per cent on average compared to the previous year. The forecast for 2018 is similarly high. However, the data also shows how the industry is changing: Turnover among medium-sized companies (1 to less than 10 million euros in turnover) is rising significantly among distributors and suppliers alike. Larger suppliers (10 to 49 million euros) increased turnover by almost 20 per cent for the first time.

Heading downhill fast among distributors are micro-enterprises generating up to 50,000 euros in turnover and companies with half a million to a million euros in turnover. Smaller companies are the hardest hit – although, or perhaps because, many newcomers are entering the market, going online or operating more sales- and brand-oriented. The generational change plays an equally important role. It is especially noticeable in the trade that a significant number of businesses are closing down or being sold at the moment. According to the PSI Industry Barometer, more than a quarter of market participants operate with margins below 20 per cent. Is it possible to make a living from that? Is this at all professional? Slightly more (30 per cent) live very well in the margin range from 30 to over 50 per cent. Thus, it is possible to operate without a cut-throat price war, in which the customer drives the prices down, and without ruinous competition.

According to the survey, around half of all PSI members are satisfied with their margins. Direct and intensive contact with the customer plays a large, often underestimated role in terms of company success, turnover and margin. However, competition for customers must not lead to insulting and fighting within the industry. Rather, it is about establishing clear business and sales models. There are significantly more of them today than 20 years ago. It must be self-evident that these models adhere to the fairness rules of our Code of Conduct. Particularly small distributors acquire and retain customers with good service and advice (this also includes a personal, trusting customer relationship), and they can therefore compete with larger companies. This conclusion was also reached by our Industry Barometer 1/2018 which you, as a PSI member, will receive free of charge.

Best regards,



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





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Appetising promotional ideas

The industry demonstrates again and again that it is always possible to impress with fine sweets and delicious delicacies. Equally impressive is how people come up with diverse and imaginative advertising messages as delicacies again and again. Sufficient reason to serve you the latest multi-sensory ideas of the industry relating to the topic of "Sweet and culinary" in the upcoming issue. The second product theme of this issue is all about "Plastic items and give-aways".

Please give some consideration to the product topics of the June 2018 issue with the thematic groups "Brand products and design products" as well as "Wellness and health" and send your product presentations (image and text) not later than 13 April 2018 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de



PSI Industry Barometer

Promotional products are in demand. The market is responding at a high level. This is the conclusion reached by the sixth edition of the PSI Industry Barometer. And: PSI members generated an average increase in turnover of 5.2 per cent in 2017 compared to the previous year. The forecast for 2018 is on a similar level. The May issue of the PSI Journal includes the entire Industry Barometer.

K+M Promotional Product Trade Show 2018



"Make your life colourful" was the motto of this year's in-house exhibition of K+M Werbemittel in Obertshausen. Given the colourful range of products and advertising ideas, the numerous customers should have found it very easy to make the right choice for their promotions. Perfectly organised and professionally implemented by the organisers and exhibitors, the trade show was once again an event that lived up to its outstanding reputation. You will find impressions and information in the upcoming issue.

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