

PS1

EUROPE

PSI Journal

International Magazine

For Promotional
Products

May 2018

Volume 57



New Potential

Daniel and Werner Keltscha
Multigate

Product Guide

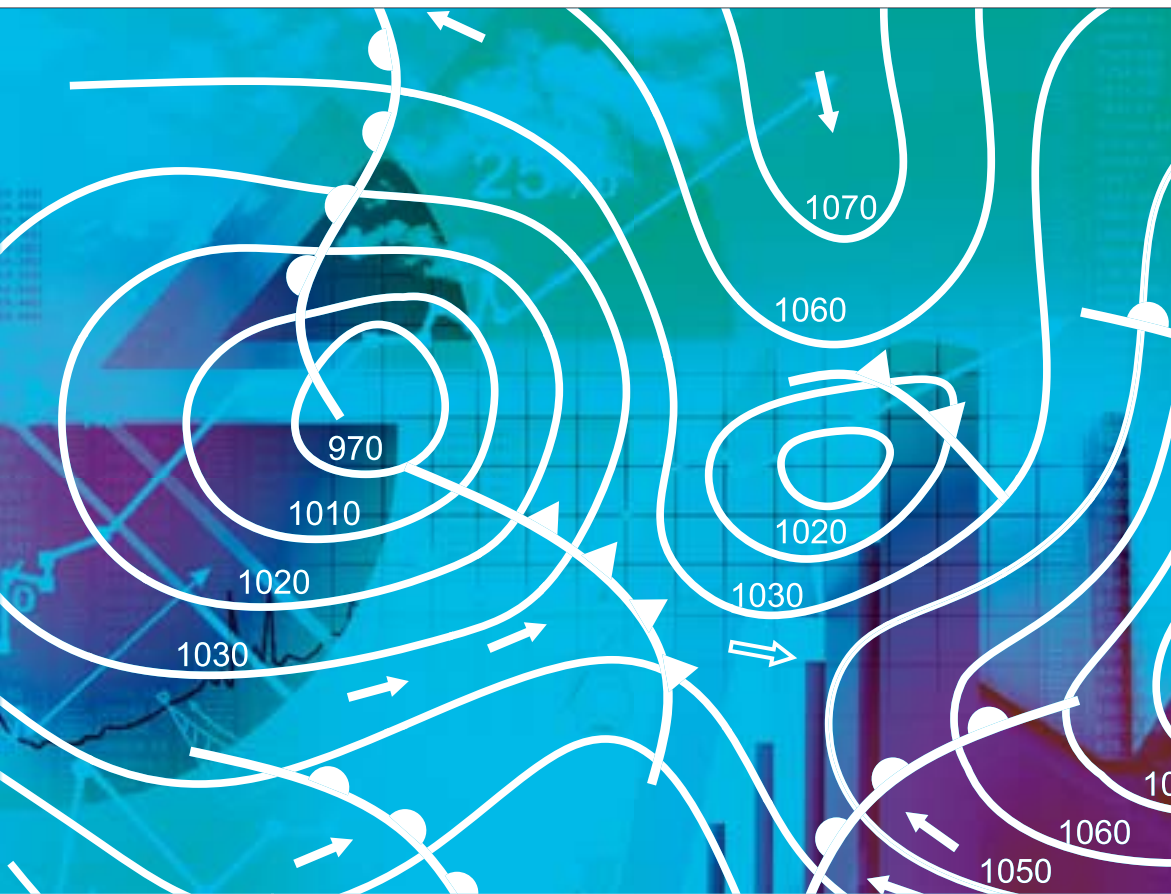
Sweet and culinary
Plastic products and give-
aways

MWS advertising

Always a little bit different

Intertek

Risk of mould
Prevention avoids losses



PSI Industry Barometer
**Market is performing
at a high level**

ADVERTISING MASTER 2018



WEGO
BUSINESS STRATEGIE
WE DEFINE GOALS

Own production
10% Fruit

Fruit gum standard shapes, 10 g
Football mix

Henry's Pub
Public Viewing
www.henrys-pub-berlin.de

Soletti
Salty Mini Pretzels, 10 g

DEXTRO ENERGY

Promo dispenser, 65 g
"Energy To Go Cassis"

PANGAS
GO, FIGHT & WIN!
more than shoes

Trail mix, 15 g

Sweet advertising impact!



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Editorial

Open for business

For decades, this headline has been the guide to US economic and foreign policy. Sure, there have also been commercial skirmishes during this time. There was the chicken war which was supposed to thwart American chickens. In response, French cognac suffered. Then there was the spaghetti war in which the US National Pasta Association wanted to put the Italians in their place. As a result, US lemons remained on the trees. In 1993 there was the banana war, and the list could be extended to a few smaller battlefields. But despite major attacks and intensified political struggles in recent decades, all presidents of the USA repeatedly stressed that they were “open for business”.

This attitude has radically changed, at least in the current administration. It seems that it has only now been realised that the US manufacturing sector has been in permanent decline since 1970. Nevertheless, the current unemployment rate is at historically low levels. Thanks to technology and globalisation, other industries are buzzing. Couldn't everything be good? Is it necessary to start a trade war? Certainly not. But if a president wants to please his constituents, then it is.

And if you still think that trade wars are good and easy to win – as an early morning tweet from the president claimed – then it is all the more necessary. But thankfully, Donald Trump is not alone in the world. There has been an endless coming and going of opposing forces in the USA. Trump is nevertheless experiencing some degree of consensus from other parts of the world, especially in the conflict with China. European importers and distributors, not only in the promotional product industry, also complain about many aspects of Chinese trade practices and see themselves at an enormous competitive disadvantage. But trade wars (now nobody will call out for one because of us) are basically not a good recipe in such cases. There is a need for political action. Resolute and sustainable diplomacy must be in the frontlines.

It will be up to the industry to make representations in Berlin and, in conjunction with large associations such as the BGA, address the painful issues. The GWW is already considering this. But substantial evidential proof of competitive disadvantages must first be laid on the table. We are gladly willing to support this journalistically, so please get in touch with us if you have any such proof.

On this note

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

DNA

is in the detail.

D - module

C - module

A - module

B - module



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PF Concept

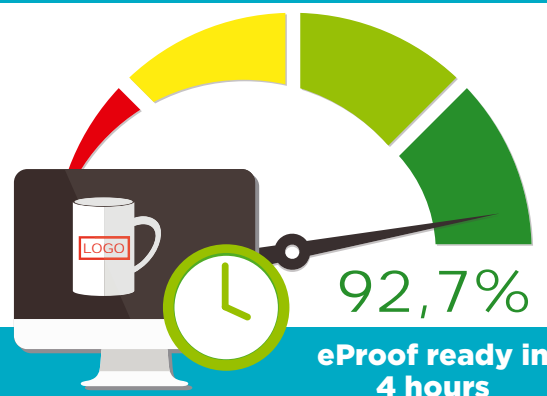
SERIO

At **PF Concept**, maintaining a high level of service is a top priority for us. As a distributor, you need to know that you can trust your suppliers to deliver on their promises, so that you can deliver on yours. We are focussed on providing you with the right product, at the right stock levels, with the highest quality of decoration, on time. This is our number one priority across all of our teams in Europe and

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SERVICE



TRUST

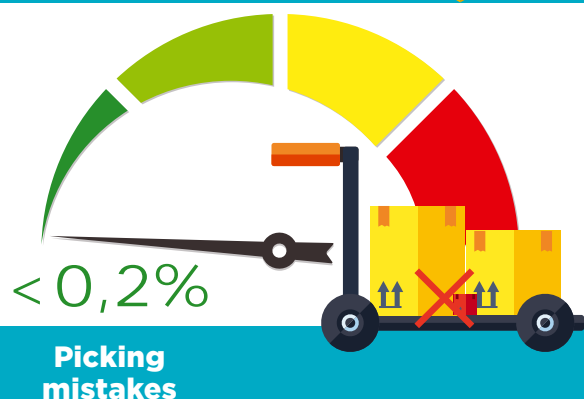
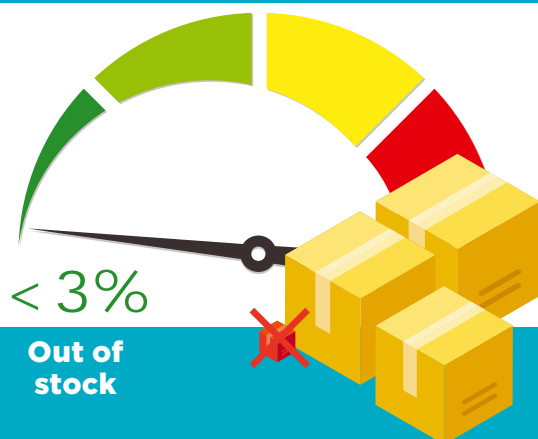


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PF Concept, serious about our commitment to you



PSI Industry Barometer 1/2018 8

In 2015, PSI introduced its own market research tool, the Europe-wide PSI Industry Barometer, which ascertains the current situation as well as trends in the industry, and thus regularly provides market data and industry information. All results of the current edition are shown in this issue of the PSI Journal.

Advertising power 38

Under the motto "Fascination is our strength", the specialists from Hallbauer Exklusivwerbung GmbH invited guests to their promotion and promotional product trade show after a two-year break. The impressive backdrop of the product presentation this time was the Red Bull Arena Leipzig.



Harness new potential 66



The promotional product specialist Multigate from Vienna has launched an expanded business model this spring. It is not only presenting itself in a new design in the centre of Vienna, but now also offers campaigns in the below-the-line segment as well as creative live marketing concepts.

Always a little bit different 70

MWS advertising solutions has belonged to the circle of promotional product consultants for two years. The company was founded by Martina Wolf. The idea behind her advertising agency: always be a little different and establish ideas that you would not otherwise see.



3 facts ...

... why bags are suitable as promotional products

Bags are very popular worldwide. Studies from Germany (GWW: Advertising Effectiveness of Promotional Products), the USA (ASI: Global Advertising Specialties Impressions Study) and France (2FPCO: Rencontre avec l'objet de Communication) have shown that bags are gladly handed out as promotional products and accepted with great pleasure.

- 1 In France, bags are kept longer than any other promotional product – 4.2 years on average.
- 2 In the USA, bags are the most popular eye-catching products. With more than 5,700 impressions, they grab more attention than any other promotional product.
- 3 In Germany, bags also have a long advertising life. 36 per cent own bags longer than two years. In addition, bags are used three times a week on average.



Inflatable bag

eitel plastic GmbH
www.eitel-plastic.de
PSI 43508



Water-repellent outdoor bags

Schärfer Werben GmbH
www.schaerfer-werben.de
PSI 47514

Bag Trend 2018: Gym Bag

"From the gym to the street" is how the fashion experts of the international women's magazine at elle.de describe the "athleisure trend". The classic sports bag is considered a must have: practical yet hip. The promotional product industry offers eye-catching models.



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Sustainable footwear

The GfK study "Sustainable Fashion 2016" put it in a nutshell: Three-quarters of all Germans consider it important that clothing and shoes are produced in an environmentally and socially acceptable way. "Nearly half of all respondents," according to market research experts at GfK, "prefer to buy goods that are fairly produced at the same price." Shoes even show lasting effects when they have printings on. A relatively young market that is growing extremely fast. A real trend.

Shoe soles made of algae: The eco-friendly shoe of the future

The German trend magazine "Trends der Zukunft" presents a trend of a rather unusual kind. trendsderzukunft.de reports on the successful attempt by researchers at the University of California to produce the world's first shoe sole made with algae oil. Together with their students, the professors originally began constructing surfboards made with algae oil. However, flip flops or even sports shoes are also possible. Work is now under way on a modification that will enable the oil to be recovered once the shoes are worn out.

The promotional product industry also offers products associated with shoes in a broader sense.

Sweet high heels

Kellermeister Manns GmbH
www.kellermeister-manns.de
PSI 45384



Hot Pack Foot

Global Innovations Germany
GmbH & Co. KG
www.globalinnovations.de
PSI 46626



HOME & LIVING



INTERNATIONAL
ISSUE 2018

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» TRADING IDEAS

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5.2 **per cent**
was the average growth
in turnover in
2017. Ad-

vertising agencies (+8.7), importers
(+7.7) and manufacturers with distri-
bution for industry customers (+6.0)
performed above average.

44.7%

.....
*of suppliers claim that more than
half their products are certified or
have proof of sustainability.*

Every second

.....
*company considers certifications or
evidence of sustainability to be im-
portant. The bigger the company,
the more important the evidence.*

75 **per cent**

.....
of advertisers are convinced
of the effectiveness of promo-
tional products. A result, the
industry can work with.

6.4 million

.....
euros was the average annual turnover generated in 2017 by the more than
700 member companies interviewed for the PSI Industry Barometer 1/2018.

2018

.....
shows signs of optimism. On average, companies
expect growth of 5.3 per cent. Textile finishers and
manufacturers with sales to industry customers even
expect 7.6 and 7.0 per cent respectively.

One third

.....
of companies are prepared for the EU General Data Protec-
tion Regulation (GDPR) which is due to become mandatory
on 25 May 2018. This shows that there are still very few
companies that have addressed this matter. There is an ur-
gent need for action, especially among micro-enterprises.

PSI Industry Barometer 1/2018

Market is performing at a high level

In order to make responsible decisions, entrepreneurs need to know what is going on in the marketplace. Economic forecasts, corporate structures, sales markets and sales drivers: With the Europe-wide PSI Industry Barometer, PSI introduced its own market research tool in 2015, which surveys the current situation as well as trends in the industry and thus regularly provides market data and industry information, be it turnover levels and development, certification measures, proof of sustainability or distribution channels. In addition to Germany, the strongest participating countries in this sixth edition are Great Britain, Spain, Sweden and the Netherlands. More than 700 PSI members participated in the latest market survey. In addition to the recurring topics of turnover, sales forecasting and sustainability, this time order volumes as well as potentials according to sectors and product segments were also analysed.

Significant sales increase – optimistic forecast

In 2017, promotional products were in high demand. Last year, PSI members generated an increase in turnover of 5.2 per cent compared to the previous year – with an upward trend. The companies expect growth of 5.3 per cent on average in 2018. Textile finishers are even expecting an increase of 7.6 per cent. The market is therefore performing at a high level. The promotional product industry is and will remain an important economic factor.

Sustainability is gaining importance

Sustainability continues to gain in importance. Distributors, but especially manufacturers, take social responsibility seriously and are increasingly orienting themselves towards sustainable quality. Every second company regards certifications or proof of sustainability to be important. A noticeable feature: the bigger the company, the more important the certifications become. Especially medium-sized companies with more than 25 employees play a pioneering role. They see a need and a competitive advantage in sustainability certifications. 44.7 per cent of suppliers claim that more than half of their products are certified or have proof of sustainability. <

The latest PSI Industry Barometer is shown at the end of this issue.



The way to the heart
is through the stomach.
So do **promotional products
that taste good.**
If they are packed appetisingly,
they advertise in a multi-
sensory manner and a more
memorable way. And there
are of course plenty
of promotionally effective
accessories.



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zentrale@jung-europe.de
www.jung-europe.de
<https://www.psiproductfinder.de/mtq3ot>

Refreshing idea

Whether as an invitation medium or as a give-away at a summer event, the refreshing advertising ideas from Jung are perfect for anchoring an advertising message in the minds of the target group. For example, there are little sherbet bears and sherbet sticks, packed in an innovative promotional mug, modelled on the classic ice-cream sundae. The small snack is filled with 40 grammes of sherbet, either in the shape of a bear or stick. The mug is available with either an allround promotional sleeve or directly printed, each in 4-c print.



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

Grilling pleasure from the bag

As the new barbecue season has actually already started, high-quality walnut mustard with delicious grill herbs from Multiflower should have been ordered long ago. The ingredients are stored in a natural paper bag which contains 50 grammes of grilled herbs, 200 millilitres of walnut mustard and a marinating brush with which delicious marinade can be applied. An advertising imprint or an individual design is possible from 250 pieces.

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

Sweet delicacies

Who doesn't love the delicious chocolate products from Lindt. Magna sweets elegantly refines the delicacies and turns them into high-quality sweet advertising ideas. For example, the mini chocolates become an absolute highlight thanks to a pop-up slipcase in two different versions. You can choose from the motifs "Balloons" or "Speech Bubble". Magna offers the exclusive Lindor balls in various packaging options. Two Lindor balls in whole milk (red) or fine bitter (blue) are packed in an individual promotional ballotin or can be offered individually packaged in a personalised carton in the shape of a heart or a square.



PSI 49747 • Cookie Cutter® ASSCA GmbH
Tel +49 7721 6809150
info@cookiecutter.de • www.cookiecutter.de
<https://www.psiproductfinder.de/ndllod>

A clean solution

If knives are used for several foods at the same time, the butter, for example, soon becomes contaminated with pieces of sausage or vice versa. Of course, you can lick the knife. However, this is not only unappetising, but also very unhygienic. The solution is the patented Swysy knife cleaner from Assca. With a flick of the wrist, both sides of the knife are thoroughly cleaned. The soft silicone pads are particularly gentle on the knife surface and can be easily cleaned in the dishwasher. There are various branding and packaging options to choose from, and the colours can be individually selected based on Pantone.

NEU



TIPP



CD LUX



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EXPRESS



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NEU



NEU



TIPP



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NEU



Süße
Werbemittel
in Premium-
Qualität!

www.cd-lux.de



As strong as a bear

Whether it be standard gummy bears with 20 per cent fruit juice or the vegan version with 24 per cent fruit juice – myfitmix has something for every taste. Both varieties are available in mini, midi or maxi bags of 10, 15 or 30 grammes, as well as in other great special packaging. With a minimum quantity of 1,000 pieces in 4c digital printing, delivery is made within three to four weeks. On special request, delivery can also be accelerated.



100 percent taste

Tasty but healthy! Schärfer Werben GmbH has also recognised that words such as organic and vegan have long since found their way into the promotional product market. The new 100 Percent Taste catalogue offers everything from hearty to sweet, from little things to a large gift basket, from local to Mediterranean delicacies. The catalogue is available in a neutral print version as well as an online version.



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

Barbecue fans will love this

The standard assortment of Weber Food spice blends now includes a new product that is also available through the brand representative Living Bytes. The refillable glasses are easy to replace and are available in ten different flavours. Among others, barbecue fans can expect the flavours BeerCanChicken, Fish, Burger, Caribbean, Steak or Salt and Pepper. In combination with one of the two gourmet creams, you can even create an individual package that can be provided with a logo. How about the BBQ Gourmet Creme or the Universal Barbecue Spice, for example?

SWEET ADVERTISING NOVELTIES 2018



Beauty fruit gum
with collagen, 10 g

With superfruits
pomegranate &
acai berry



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PSI 49787 • 1001 Gewürze GmbH
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<https://www.psiproductfinder.de/mwu4od>

3-course menu in a new look

They have been among customers' favourites in the gift sector for years, and now the Hamburg manufactory "1001 Gewürze" has given their 3-course menus a new design. In an elegant cardboard box with transparent cover, the three high-quality spice blends are presented in small tin cans which are accompanied by a recipe sheet for the starter, main course and dessert.

The customer can choose between different flavours such as Mediterranean, oriental and vegetarian. The special feature: the labels can be printed in the manufactory. Individualised sets are therefore possible even in small quantities.



PSI 47517 • Zuckersucht GmbH
Tel +49 89 95995810
post@zuckersucht.de • www.live-to-cake.de
<https://www.psiproductfinder.de/ytriot>

Sweet and delightful

For friends of gingerbread hearts, Zuckersucht GmbH offers an assortment from the company Dostler, traditionally made of the finest ingredients, colourfully edged with sugar icing and decorated by hand. In addition, each heart can be personalised with a logo made of marzipan, a paper overlay or customised screen printing and even decorations can be created at the customer's request, and all that with very short delivery times of only about two weeks. The desired heart can be selected from a range of twelve different sizes. All hearts are GQB certified and produced in a climate-neutral way.

Hand-made cake message

The "Favourite cake in a jar" from Kathi is baked with carefully selected ingredients by experienced confectioners at the in-house manufactory. Available in two different jar sizes and with a wide range of varieties, there is something for every taste and occasion. The "Cake Subscription" offers the opportunity to regularly request freshly baked cakes in part quantities. Customisable labels and banderoles also convey the desired advertising message and make the cake in the jar a treat with a reminder value.



PSI 49628 • Kathi Rainer Thiele GmbH
Tel +49 345 5700867
info@kathi.de • www.kathi.de
<https://www.psiproductfinder.de/mti1mt>

Sweet appetiser

For 35 years now, the medium-sized family business i.p.a. sweets has offered sweet private-label brands in the pharmacy sector. With passion, reliability and flexibility, the North Germans find creative as well as delicious solutions for individual promotions. Various packaging variations and customisation options complete the range of services. The new attractively designed oval plastic Easy Box, for example, is filled with mini-mint lozenges. The box is finished with a four-colour, oval label in digital print. If you like it fruity, choose the Easy Box Fruit.



PSI 45893 • i.p.a. Sweets GmbH
Tel +49 4242 961200
info@ipasweets.de • www.ipasweets.de
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Deliver positive emotions

The promotional product specialists at CD-LUX are convinced that in today's fast-paced development of online shopping, real-time service information or 24/7 support via social media, one value will hold true: interpersonal relationships and positive emotions. This idea is reflected in the new CD-LUX "Advertising with pleasure" range. Customers will find unique and innovative advertising ideas related to the topics of individually printable premium chocolate, full-service mailings, branded fruit gums, "healthy and fit" and "summer promotion" in the new catalogue which can now be requested.



The path to the chef

With the right equipment, a perfectly prepared meal can even be created by amateur chefs. Whether it be a juicy steak or delicious baby porridge, the WS 1010 technoline kitchen thermometer measures the exact temperature of food and drink. Simply pierce the sensor into the food or immerse and the LCD display automatically shows if the optimum temperature has been reached. After use, the probe only has to be cleaned with a cloth and can be stored again using the practical eyelet.



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

Baking made easy

A successful outcome is almost ensured when baking muffins and cupcakes with the Cupcake baking mould set from Inspirion. Thanks to its flexible silicone, finished baked goods can easily be pushed out of the mould, and greasy coating can be dispensed with thanks to the non-stick coating. The moulds are reusable and are therefore the perfect alternative to disposable baking moulds. The heat-resistant set includes four moulds in blue, green, white and magenta.

Sonnige Botschaften



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

Delicacies in a small barrel

Gutsweine Zimmermann offers handmade vinegar and oil barrels in elaborate packaging. They are filled with high-quality Italian extra-virgin olive oil and Balsamico di Modena IGP. In addition, other contents such as whiskey or gin can be selected from the company's wide range of products. Both the barrels and the packaging are customisable. In addition, Gutsweine offers a diverse selection of national and international culinary gifts – also for company anniversaries.



PSI 49502 • Hilarius Design
Tel +31 624 673620
info@hilariusdesign.com
www.hilariusdesign.com
<https://www.psiproductfinder.de/n2fhmw>

How to transport advertising

Hilarius Design can produce any vehicle model from environmentally friendly folding carton with an appropriate imprint according to customer requirements. Vans, trucks, buses or company cars in a variety of designs are possible and are then also filled by the supplier according to customer requirements. It does not matter whether chocolate, sweets, peppermint or a good bottle of wine are chosen as the contents.

Organic, veggie, yummy

Healthy and also increasingly vegetarian or even vegan organic foods are also gaining more and more importance in the promotional product business. Kalfany Süße Werbung now offers a wide range of organic certified delicacies. Vegan fruit gum lovers can choose vegan organic bears in compostable promotional sachets. Nibblers may prefer the vegetarian 15g organic Chia Bar Kern+Korn or the BIO COOKIE with apple cinnamon flavour and Chia seeds from Lambertz.



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

-Advert-

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PSI 45135 • Braufabrik Events UG
 Tel +49 6897 7964230
 marina@braufabrik.de • www.braufabrik.de
<https://www.psiproductfinder.de/mzrlzt>

Saying cheers individually

With only a few weeks to go before the football World Cup 2018, there is hardly a better occasion to equip yourself with a very personal World Cup beer. Not only employees, but also customers and business friends will be impressed by beer from Braufabrik. In addition to the choice of the beer taste, both the front, back and neck labels can be customised. Numerous packaging options such as customizable six-packs complete the product portfolio. A unique product, starting at just 15 bottles.



PSI 41369 • elasto form KG
 Tel +49 9661 8900
 mail@elasto-form.de • www.elasto-form.de
<https://www.psiproductfinder.de/ywizmm>

Perfect match

Almost somewhat retro but absolutely trendy. This is the “Match” storage box from the elasto assortment. Whether it be as a snack box for school and kindergarten children, for employees who want to bring their lunch safely to the office or for athletes who want to enjoy a snack on the go: This spacious lunch box consists of two individual square trays made of food-safe plastic, which can be perfectly inserted into each other. The BPA-free and dishwasher safe box is kept closed by an elastic band made of 65 per cent polyester and 35 per cent latex.



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

Slim and micro

Filled with micro sweets, the Slim Box Mini from Jung is practical, resealable and optimally suited as a tasteful and refreshing summer give-away. The sweets, probably the smallest in the world, are produced in the in-house sweet factory in Vaihingen an der Enz and convince in quality and taste. The box is available in various strong, refreshing flavours such as fruit mix, Japanese mint and liquorice. The product is promotionally customised on the outer advertising surfaces of the box.



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

Tastefully on the go

The Lunchbag Solution from Halfar ensures the safe transport of everything that is offered today as a to-go version or can be taken from home. As the name implies: The Lunchbag is perfect for an entire lunch such as a few delicious sandwiches, an apple, a yoghurt and a small drink. Thanks to its thick padding and food-grade materials, it keeps everything nice and cool. At the same time, the all-round two-way zip makes it a snack bar: simply fold out the lid and enjoy your meal. Cutlery and napkins can also be inserted into the outside compartment. The smart bag is available in black, navy, red, white or May green.



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WWW.ROEMERFAMILIE.DE



Coffee to go with a difference

With MyCoffeebag, the supplier mycoffeebag Alexander Streck introduces the world's first give-away which contains the Germans' favourite drink. MyCoffeebag is an entirely compostable coffee filter for the cup, filled with high-quality coffee beans from the best coffee-growing regions in the world. Thus, not only does the type of preparation differ from the classic method of coffee enjoyment, but so too does the customisable design which is ideally suited for high-quality advertising applications. In addition to eight different types of coffee, the front of the coffee bags offers a completely customisable 4-colour advertising space.

Breakfast to go

There are people who have little time for breakfast in the morning but still want to be healthy. The company InterPro thought precisely of this target group with its yoghurt mug to go which contains a separate muesli tray and spoon. The filling volume specified by the supplier is 0.35 litres. The mug can be delivered in red, black, white or royal blue. Advertising messages can be applied by using pad printing.





Zubehör

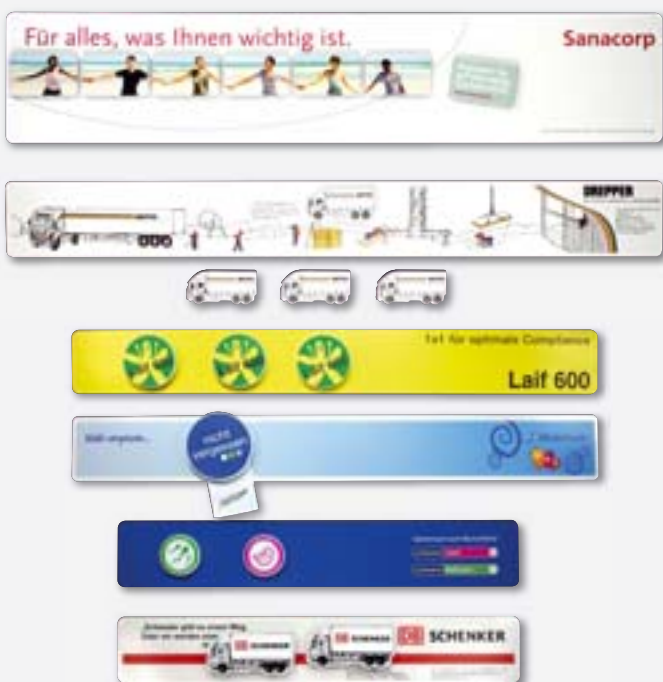


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The distinction as best industry partner goes 'under the skin' at Wera.

First choice as partner of PVH in 2017

Wera has been selected as the best "partner of PVH in 2017" by Produktionsverbindungshandel (PVH). The Wuppertal-based manufacturer of screwdrivers once again took first place in the hand tools sector. The coveted award is based on a nationwide survey conducted by the Tools Working Group (AKW) in the Zentralverband Hartwarenhandel (ZHH), with which the specialist trade rate their industry partners in five different categories. In particular, Wera was able to qualify by a considerable margin ahead of its competitors in product innovation and sales support, so the top spot was achieved across all categories. "This choice gave all 'Tool Rebels' at Wera real goose bumps," says Marketing Manager Detlef Seyfarth. "The result makes us proud and once again confirms our course as a pioneer in innovation, quality and customer orientation. We enjoy reinventing screwdriving tools and developing solutions that make life easier for users. We want to live up to this self-imposed goal in the future as well." www.wera.de

Wera Werkzeuge

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Personal data



Second managing director

At the beginning of March, Jonathan Stahl was appointed second managing director of GF Werbemittel GmbH. He has been responsible for the company's e-commerce and online shop business since December 2014. In the future, Stahl will be responsible for e-commerce, EDP, marketing and work organisation. Contact: www.gf-werbeartikel.de

GF Werbemittel

Jonathan Stahl at the signing of the contract.



Reinforcement for the team

Since 1 February 2018, Anja Zurawski has been reinforcing the team at MYRIX GmbH, the specialist for high-quality customisable notebooks and promotional products made of paper. With more than 15 years of experience in customer service and sales, Anja Zurawski is the contact person in the back office for promotional product distributors, both nationally and internationally, and actively supports them in the implementation of customer projects. More information is available at: www.myrix.de

MYRIX

Donations handed over – new run announced



2nd Schneider Run

Last year saw the 2nd Schneider Run as part of the opening of the new Schneider logistics centre at Weierhalde in Tennenbronn. As in the previous year, a considerable donation was made at this successful event. According to Schneider Schreibgeräte, the donation was made in Heiligenbronn/Germany where, in cooperation with the foundation "Sport tut GUTes", a symbolic cheque for 4,000 euros was handed over to the St. Franziskus Heiligenbronn foundation and the "Colon" after-school activity centre of Peter-Meyer-Schule. Among other things, the money will go towards the construction of a new, barrier-free school sports hall. During the hand-over, the Schneider representatives Florian Hermann and Beatrix Dresel announced another Schneider run for this year, in which the start fees are to be donated again to charity. The date for the third race has already been decided: Saturday, 21 July 2018. The starting signal will be fired in Tennenbronn as part of the sports weekend of the local football club. Registrations will be accepted as of March at www.schneider-run.de. www.schneiderpen.com

Delighted faces everywhere as the donations were handed over.

Edwin Bouman (right) hands
the chairman's hammer to
Joop van Veelen.

Joop van Veelen new chairman

The General Meeting of the Platform Promotional Products (PPP), the Netherlands, has chosen Joop van Veelen from ProComm Partners as the new chairman. He succeeds Edwin Bouman who has completed this task for three years. Van Veelen was previously active within the PPP board and also represents the trade association for promotional products and business gifts in a European context. He will take on the task for one year and will look for a new chairman for a longer period. In addition to Van Veelen, two new members were appointed. These are Lex van den Bosch from The Cow Company and Jan Hazejager from Alpha Holland. They replaced Joshua Lopez and Niels Peters, who were both active for many years in the PPP board. PPP has approximately 250 members, who have all signed the PPP Code of Conduct. The PPP membership functions as a mark of quality for corporate buyers and end users. Customers are thus assured that the associated members have all the necessary expertise and resources for advice and purchasing. Members of the PPP include importers, wholesalers, producers and middlemen. More information: www.ppp-online.nl



Personal data

Further reinforcements



Michael Koch

At the beginning of March 2018, Michael Koch took over distribution in the postal code areas 7, 8 and 9 in Germany as well as in Austria and Switzerland for the Irish promotional product manufacturer Goldstar Europe which specialises in high-quality metal ballpoint pens. Michael Koch has been working in the writing instruments sector for many years and has excellent product and industry knowledge. Ralf Stefansky has been strengthening the German sales team since the beginning of the year. He has also been working successfully in the promotional product industry for many years and, in addition to his profound product and market knowledge, he also has extensive sales experience in the production, distribution and industry sectors. Colin Loughran, Managing Director of Goldstar Europe, wants to accelerate the consolidation of the "Goldstar" brand and the close cooperation with the promotional product distribution trade through this team expansion. www.goldstar-europe.com



Ralf Stefansky

Goldstar Europe

Awarded gold 17 times

At its recent award ceremony, the butchers' association Fleischerverband Nordrhein-Westfalen/Germany presented no fewer than 17 gold awards to the Mönchengladbach-based premium meat producer Gourmetfleisch.de. The association attested Gourmetfleisch.de "excellent craftsmanship and creative ideas". Gourmetfleisch.de secured a place on the winner's podium seventeen times in the "Masterpieces" tender and the categories "Taste, flawless production and creativity". The two recently certified gourmet meat sommeliers Timo Schwarz and Yannick Meurer accepted the gold awards on behalf of the entire Gourmetfleisch.de team from the state guild master Adalbert Wolf in the centre of Altenberg in Oberhausen mid-March. "Highest quality standards as well as innovative and creative business culture pay off," said Timo Schwarz. "This renewed award in the tenth anniversary year of Gourmetfleisch.de gives us an additional motivation boost and is a special recognition of our high-quality products as well as our craftsmanship expertise," said Gourmetfleisch Managing Director Burkhard Schulte. www.gourmetfleisch.de

Gourmetfleisch.de



At the award ceremony (left to right): Guild master Adalbert Wolf, meat sommelier Timo Schwarz and meat sommelier Yannick Meurer.

Contemporary awarded SA 8000

Contemporary Leather Private Ltd., the wholly owned subsidiary of UK based The Leather Business has been awarded SA 8000. This social accountability audit is widely regarded as the most stringent of all the audits and covers in depth all social and employment issues. At the same time Contemporary has successfully achieved SEDEX Pillar 4 which covers environmental and business ethics. Chairman John Thorp says: "I am delighted for our Indian MD Sriram R., and his team who have worked tirelessly for 6 months to ensure our success. Rather than just going for SEDEX we decided to take on the challenge of SA 8000 as well and the structure and disciplines that it has introduced will inevitably make us a better company in the future. The only way to drive out exploitation of labour and dire working conditions is for us to demand that we only work with audited companies. We have to accept however that there is a cost to the audited operation not

only for the actual audit but also for the measures that you inevitably have to introduce to reach the standard required."

www.leather-business.co.uk



The Leather Business

Photo shows from left to right: Sriram R. (MD of Contemporary), John Thorp (Chairman of Contemporary), Umakanthan Rajagopalan (Regional Sales Manager BSI), Jayaraman (HR Manager of Contemporary), Padmanabhan Subbaraman (Client Manger BSI).

Listawood scoop four Merchandise World Promotional Product awards

British ceramics supplier Listawood receives recognition for four of their innovative new products in the recent Merchandise World awards. Their Patented ColourFusion PhotoMug received the Platinum award in the Most Innovative Product of the Year category. ColourFusion is a truly revolutionary print system which enables clients, for the first time, to print more surfaces on a mug than ever before. This is particularly effective on curved surfaces with branding all over the mug including on and under the handle, and right from the top to the bottom of the mug with a complex photographic image. The Halo mug, a Pantone® matched rim applied to any of the suppliers mug styles, won best Desk Product with their Pantone® Matched Inner ColourCoat mug being awarded Silver in the same category. Best Design Award was won by Listawood's newest product launch, the ColourFill Enamel Mug; designs are etched into the body of the mug and have a pantone matched outer coating from just 120 pieces. "We are very pleased that these new innovations have been well received and recognized with the Merchandise World awards." Commented Alex Turner, Listawood's Managing Director. "It's part of our ongoing program to bring innovative new products and branding techniques to one of the industry's most popular product lines," added Alex. For more information visit: www.listawood.com



Listawood



Discussions at the NRW Ministry of Finance

The German Promotional Product Association (GWW) continues to promote constructive dialogue with politics. At the beginning of March, with the participation of Daniel Meffert, S&P Werbeartikel as a mediator, NRW Finance Minister Lutz Lienenkämper and his ministerial director Dr. med. Steffen Neumann invited GWW Chairman Frank Dangmann and GWW Managing Director Ralf Samuel to a meeting lasting more than one hour. Supported by Dr. Janine v. Wolfersdorff, a tax consultant and Managing Director of the Berlin Institute of Finance and Taxes, Dangmann, Meffert and Samuel drew the attention of the politicians to the problems faced by the industry and, in particular, by medium-sized companies advertising, as a result of income tax laws. The representatives of the Association criticised the discrimination as opposed to other forms of advertising, and emphasised the uncertainty prevailing on the part of users and their tax advisers. "In an intensive discussion, the tax experts Dr. von Wolfersdorff and Dr. Neumann discussed initial solutions that would also contribute to a considerable reduction in bureaucracy," says the GWW, adding that "in the near future, further reform proposals will be discussed in detail by a larger panel of experts." www.gww.de



Delighted about the informative discussions (left to right): Daniel Meffert, Lutz Lienenkämper, Dr. Janine v. Wolfersdorff and Frank Dangmann.

Members' dialogue is to be intensified

To promote the mutual exchange of ideas and thus to strengthen the cooperation of consultants and suppliers, several consultants and suppliers gathered at the promotional bag specialist Halfar in Bielefeld on 12 March at the invitation of the German Promotional Product Association (GWW). As the GWW reports, the dialogue between its members and beyond should be intensified. As a result, the Association, headed by Ralf Hesse, will be hosting regional roundtable talks at irregular intervals from now on. "The purpose of the roundtables is to provide business partners with more in-depth insights into their own day-to-day work and the associated problems in order to jointly develop solutions where possible and strengthen the distribution channel when competing for the mutual end customer," it says. Participants at the Halfar meeting discussed changing market conditions, whether as a result of an increasing volume of calls for tenders, excessive demands made by the end customer, margin erosion and much more. The challenges presented by companies penetrating the market from the outside, such as Flyeralarm and Amazon, were also addressed. According to GWW, "the open and informal exchange was viewed very positively by all participants and is to move into the second round at another location in a few weeks." www.gww.de



A group photo of the participants of the exchange at Halfar.

New employee share scheme

As of now, Geiger-Notes AG is offering its employees the opportunity to acquire ordinary shares. Not only will the new shareholders be able to shape the future of the company even more actively, but they will also add another pillar to their private retirement provision. The medium-sized company is thus setting an example which also further enhances its attractiveness as an employer. "I'm looking forward to our next annual general meeting in June," said Chairman Jürgen Geiger. Significantly more than currently three chairs will be needed in the future. After all, every employee of Geiger-Notes AG who has been on board for at least one year can now purchase full-value ordinary shares of the company and thus also participate in the annual general meeting – and, of course, join in discussions and participate in decision-making.

Employees can co-decide

With the new employee share offering, the manufacturer of calendars, sticky notes and business notebooks headquartered in Mainz-Kastel is pursuing several goals: Firstly, attractive dividends and capital appreciation, even with conservative planning, ensure that the shares are a good (tax-subsidised) pillar in the retirement provision. Moreover, however, the employees should have an even greater say in decisions affecting the company. "Our team is the most important factor in our company's success. These people have more than earned our trust and an official voice with their dedication, motivation and performance," says the delighted Chairman for whom the new offer is a "matter close to his heart".

Deliberately opted against preference shares

Geiger-Notes deliberately decided against preference shares (in which there is no voting right) or a spin-off into an associated company. Theoretically, up to 24.9 per cent of the company can pass into employees' hands in the first stage as a result of the new employee shares. But the primary goal is to ensure that as many team members as possible participate in the new offer. Accordingly, it starts with an investment of less than one hundred euros. So space could actually be cramped when Geiger-Notes invites shareholders to attend the next annual general meeting in summer.

Quality "Made in Germany"

Geiger-Notes AG is an independent medium-sized manufacturer of business promotional products made of paper. More than 200 employees at the four locations Mainz-Kastel, Schwäbisch Hall, Bielefeld and Quickborn have made it their mission to provide their customers with calendars, sticky notes and notebooks of the quality "Made in Germany".

www.geiger-notes.ag

Geiger-Notes



Silke Bruch from customer service was the first to purchase shares. The first employee shareholder was congratulated for her quick decision by the board members Marianne Marlow and Jürgen Geiger with a large bouquet of flowers.

Save the date!

7 September 2018

More information at www.psi-awards.de



PSI Sustainability Awards Ceremony 2018

The PSI Sustainability Awards 2018 will be presented in the festive setting of Kurhaus Wiesbaden on 7 September 2018.

The award ceremony will be followed by a joint dinner.



Pictures: © Behrendt und Rausch

There are only a few weeks left before the GWW Newsworld starts its new nationwide tour. This time, under the motto "Promotional ARTists", the "mobile in-house trade show" will be stopping off in eight German cities and, for the first time, in Switzerland.

GWW Newsworld 2018

Promotional ARTists – Festival of the Arts



rganised by the German Association of the Promotional Product Industry (GWW), the Newsworld 2018 aims at aesthetically showcasing the promotional product.

From 4 to 20 June, under the motto "Promotional ARTists", it will help to raise awareness among promotional product distributors and consultants and their customers of the latest creative promotional ideas and product trends. Around 90 "masters of their trade" will be participating as exhibitors, providing detailed information on how the presented products can unfold their full impact on recipients. Eight attractive galleries in greater Munich, Nuremberg, Stuttgart and Frankfurt, as well as Berlin, Hamburg, Bielefeld and Cologne, and for the first time a venue in Switzerland, are on the tour schedule, inviting visitors to take a look at the exhibits. As befits an exhibition, food and refreshments will be provided at all nine locations.



As usual, industry customers will have the right to visit the Newsworld only through the invitation of a designated consultant.

Well-thought-out concept

In 2017, the GWW Newsworld set another visitor record: 4,214 marketing decision-makers made their way to the venues – an increase of around five per cent over the previous year. The great popularity that the Newsworld enjoys among exhibitors, consultants and their industry customers is based on a well-thought-out concept. Within a short time, visitors can obtain first-hand information about new products and trends in a relaxed atmosphere. The inviting consultants, in turn, can give their customers numerous suggestions and impulses and thus generate additional sales.

First time in Switzerland

Together with the Swiss association Promoswiss, the GWW will "entice" the Newsworld into the Umweltarena in Spreitenbach on 20 June: Following the traditional PSF Forum, the roadshow will be opened especially for Swiss trade visitors and their customers. "The international reputation that the Newsworld enjoys is indicative of the added value and professionalism of the event," notes the GWW.

Dates and venues

- 4 June 2018 – Munich – Eisbach Filmstudios
- 5 June 2018 – Nuremberg – Meistersingerhalle
- 6 June 2018 – Stuttgart – Porsche Arena
- 7 June 2018 – Frankfurt – Fraport Arena
- 11 June 2018 – Berlin – Bolle Festsäle
- 12 June 2018 – Hamburg – Kuppel
- 13 June 2018 – Bielefeld – Stadthalle
- 14 June 2018 – Cologne – Rheinenergiestadion
- 20 June 2018 – Spreitenbach, Switzerland – Umweltarena

Detailed information is available at: www.gww-newsworld.de



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hochwertiges Geschenk aus Schokolade bereitet große Freude!

“Make your life colourful” was the motto of this year’s in-house trade show at K+M Werbemittel in Obertshausen. Given the colourful range of products and promotional ideas, it was very easy for the numerous customers to find the right products for their promotions. As usual, it was a successful product show at a high level with lots of information included.

K+M Promotional Product Trade Show 2018

Focus on sustainability

Make your life colourful: The product samples branded with the trade show motto were just as colourful as the world of promotional products.



Perfectly organised and professionally carried out by the organisers and exhibitors, the K+M Promotional Product Trade Show was once again an event that lived up to its outstanding reputation. This year again the 63 exhibitors had stocked their display cabinets in advance with their latest products and enjoyed a relaxing start to the trade show. There was a lot

of traffic especially in the morning, so it got quite crowded between the shelf racks. The aisles were particularly crowded and the exhibitors were extremely busy – even though the flu epidemic had reached its peak at this time. However, this meant that around 70 of the 348 persons registered had to cancel. The K+M team was also incomplete on the day of the trade show due to illness.



Sustainability was a major theme at the trade show. All suppliers also presented environmentally friendly products.

Management expanded

Roland Liederbach, the second Managing Director of K+M for more than eighteen months, was our on-site contact person this year. Liederbach, who belongs to the family, mainly takes care of administrative matters and makes every effort to relieve Managing Director Stéphane Hennig. At present, he is attending to restructuring the organisation and processes of the company and adapting new tasks. These include, among other things, reviewing online offers and redesigning the web shop as well as the company's own "Connect" platform through which the promotional product customer can also purchase other products and services from K+M. The advantage for the

customer is obvious: "We make life easier for the customer: In addition to promotional products, rewards and gifts, for example, the customer receives everything for his events – including flowers, wine and decorations. Everything from a single source with one invoice ". This offer is to be expanded and perfected.

Practised sustainability

Sustainability is of particular importance to K+M and was therefore a major theme at the trade show: every supplier had to undertake to show one or more sustainable products which were identified by appropriate signs. The promotion showed that the concept of sustainability is already reflected in the product range of many suppliers. Here are some examples: Magna Sweets has built a steadily growing segment of natural products such as nuts, trail mix, apple chips and energy bars. Thanks to creative packaging, these high-quality, natural foods can be just as effective as conventional sweets. Cooperation with the well-known brand manufacturer Seeberger makes the statement all the more credible. Uma also has a convincing product for the trend theme of sustainability in its range with the recycled PET Pen. The retractable ballpoint pen made of recycled rPET material is sturdy and durable – perfect for a long and sustainable promotional impact.

Climate responsibility is taken seriously

Digital advertising media for marketing and sales promotion are the passion of the creative Bielefeld-based company micx-media which offers a true best-seller with its innovative VideoCard. Numerous devices presented by micx-media in Obertshausen are now also environmen-



Always nice to see: Visitors demonstrate products and marvel at what promotional products can do.



As the second Managing Director, Roland Liederbach (left) has been supporting Stéphane Hennig for over eighteen months.



tally friendly with replaceable batteries. As a manufacturer of high-quality plastic products Made in Germany, Dom Polymer-Technik GmbH also offers numerous trendy products made of bio-plastic. The purely vegetable material consists of waste products (cellulose) which are obtained during the processing of sugar cane. All plastics are recyclable. Spranz, also an exhibitor at K+M, takes climate responsibility very seriously: "Our company works on a climate-neutral basis," explained Lorne Spranz. "We work together with a reputable supplier who manages sustainable climate protection projects. We just want to set an example, even if it costs us a lot." The aim of K+M Managing Director Stéphane Hennig is to not only talk about

sustainability but also to take action. "It's up to every purchaser to choose environmentally responsible products, and it's up to us to educate our customers accordingly." Logically, K+M is also committed to climate protection projects.

A box for all eventualities

In addition to the diverse range of exhibitors well known in the industry, a marketing tool of a special kind was on display: the closed Fotobox (XXL module) from the Frankfurt-based event tool manufacturer tyntyn showed just how versatile digital brand communication is today. The modern, digital tyntyn photo and video boxes make branding, storytelling, content, customer journey, sharing and measurable reach possible. Its external appearance can be completely adapted to the branding or the event to be advertised, and thus addresses the customer's corporate identity. The box was clearly placed in the transition area adjacent to the catering zone, thus enabling many curious visitors and exhibitors to demonstrate what the box can do. <





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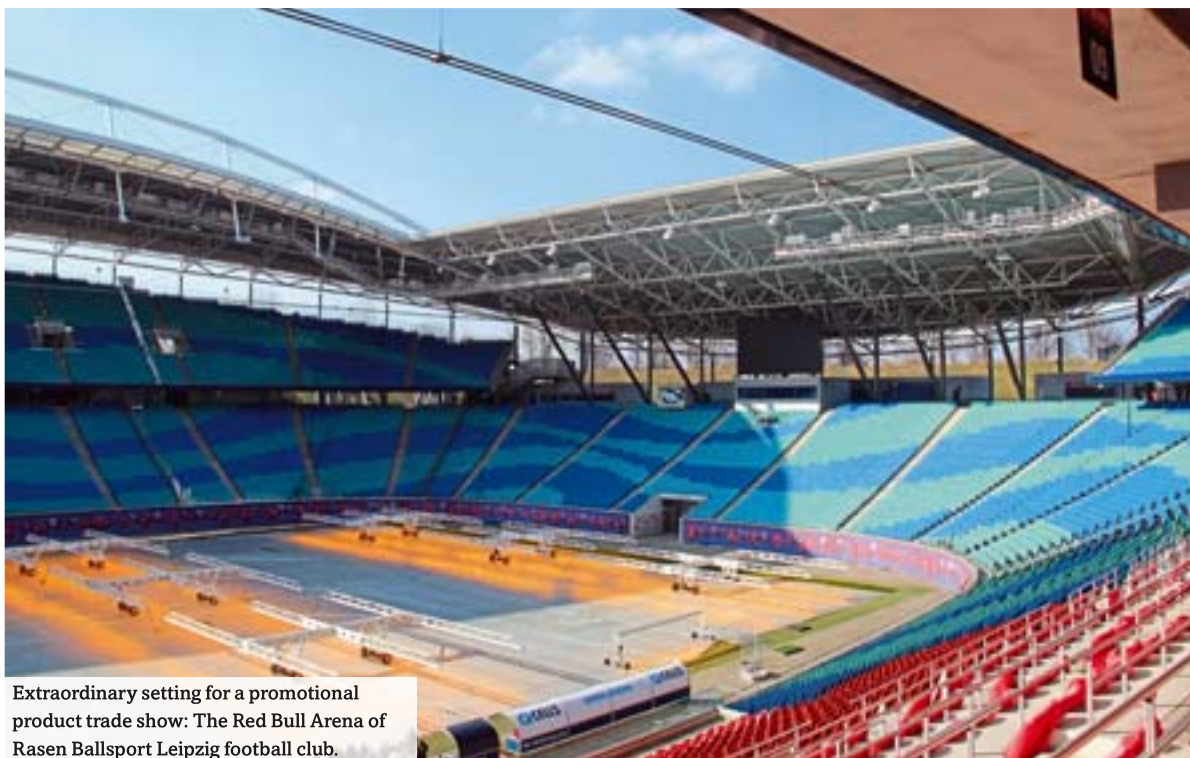
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Under the motto “Fascination is our strength”, the specialists from Hallbauer Exklusivwerbung GmbH invited guests to their promotion and promotional product trade show after a two-year break. The impressive backdrop of the product presentation this time was the Red Bull Arena Leipzig, the home ground of the Bundesliga football club RB Leipzig.

Hallbauer Exklusivwerbung GmbH

Advertising power in a stadium atmosphere



Extraordinary setting for a promotional product trade show: The Red Bull Arena of Rasen Ballsport Leipzig football club.

The in-house trade shows of the long-established Leipzig-based promotional product distributor Hallbauer – which was founded in 1980 as the only private promotional product company in the former GDR – gladly welcome their customers in unusual locations. That was also the case this time. Accompanied by frosty but sunny weather, the venue for the trade show was the VIP area on the fifth floor of the Red Bull Arena Leipzig. The

31 supplier partners found plenty of space for their stands with their varied range of new products and long-standing favourites.

Magnificent setting

Numerous company representatives from various industries, mainly from the eastern part of Germany, had registered to assess the latest promotionally effective products

for their marketing. Of course, an additional crowd-puller was the magnificent setting of the modern multi-functional arena in which first division matches and concerts are held. Every half an hour there were stadium tours which were always well-attended and allowed detailed insights into the history and operations of the arena which had been built in place of the former Leipzig Central Stadium.

Optimal conditions for a successful day

The main crowd-puller, however, was the innovative creations of the Hallbauer promotional product suppliers. This was already evident on the morning of the trade show when the stands of the spacious tour were already very well frequented. The managing director of the long-established Leipzig-based company, Marie-Theres Raese, granddaughter of the founder and managing director Jürgen Hallbauer, was already impressed by the throng of visitors and the interest shown on the day of the trade show. However, the team of promotional product specialists had also made professional preparations for this. From the organisation to the attractive venue with parking spaces in the underground garage of the stadium and the excellent catering, everything had been prepared down to the last detail. The Hallbauer team members, suitably dressed in football jerseys, accompanied the guests – including many long-standing customers as well as some “very interesting new customers” (Jürgen Hallbauer) – from stand to stand with expert advice.

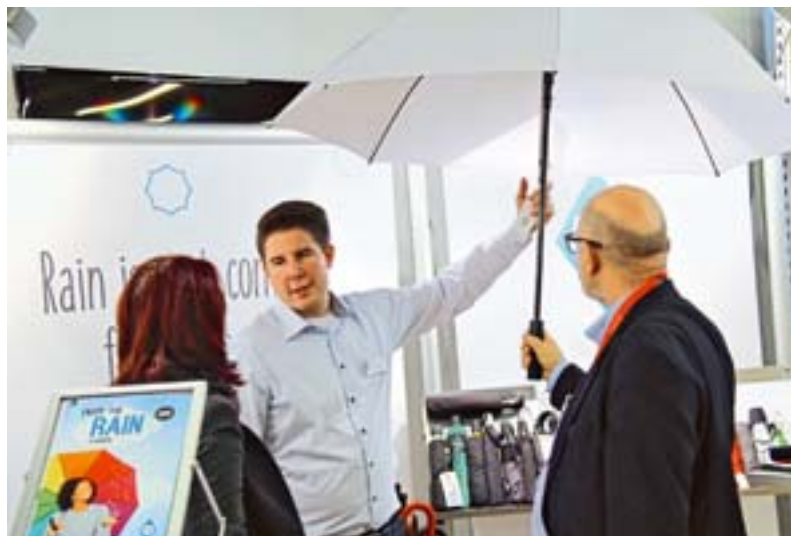
“Very positive feedback”

Feedback from the visitors, exhibitors and organisers had everyone involved looking forward to an even more successful result than at the much-acclaimed previous show in the Godwanaland of the Leipzig Zoo two years ago. Accordingly, Marie-Theres Raese said in summary: “We have welcomed 150 companies with 250 visitors and are extremely satisfied. Of course, there were a few cancellations due to the flu epidemic, but nevertheless we had an

The leading trio of Hallbauer Exklusivwerbung (from left to right): Stefan Hertranft (authorised signatory), Marie-Theres Raese and Jürgen Hallbauer (managing directors).



enormous number of visitors. Many have seized the opportunity to take part in a stadium tour. We have received very positive feedback from customers and exhibitors alike. There were many wonderful conversations and inquiries. Scheduling our trade show early in the year has also turned out to be positive for us because budget planning for pro-



Visitors eagerly assessed the new products of the exhibitors.



A visit to the world of haptic advertising is always a journey of discovery for the customers.



There was already a lot of activity on the morning of the trade show.



The exhibitors had prepared give-aways with the trade show logo for the guests.



The half-hourly guided tours of the Red Bull Arena were extremely popular.



The Hallbauer Exklusivwerbung "eleven" just before the "kick-off" of their promotion and promotional product trade show, dressed in football jerseys to match the venue.



motional products in 2018 is currently in full swing at the advertising companies and this can therefore be beneficial to us." Jürgen Hallbauer adds: "We once again tried to be creative. In light of this promising day, I think we succeeded."

Looking ahead into the future

28-year-old Marie-Theres Raese has been managing the company for three years. A graduate in international management and business studies, she has previously gained valuable experience in her grandfather's company, consolidating it during a one-year stay in the United States, and is now responsible for the further development and gradual rejuvenation of the family business. Assisting her with their wealth of experience are Jürgen Hallbauer and authorized signatory Stefan Hertranft, who will assume responsibility for controlling during her upcoming maternity break. So, it will be exciting to see what the future has in store for Hallbauer Exklusivwerbung, including the next trade show with event character. First of all, however, it is necessary to ensure the successful follow-up work following the recent trade based on the fundamental principles of Hallbauer: individual as well as very personal customer service. "This philosophy will remain unchanged in the future," affirms Marie-Theres Raese.

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The Scandinavian promotional product trade show carousel has taken a break. The first four events are over, but the next will follow in August. Although there was a slight decline in visitor numbers in Scandinavia as elsewhere, the quality and professionalism of the well-prepared visiting distributors grew.

Scandinavia

Trade show carousel turns

UmmEDIATELY after the PSI, the three-day “Nordic Profile Fair”, the first of the Scandinavian trade shows, took place in Jönköping, Sweden. Of the 130 exhibitors from 11 countries, Sweden accounted for the largest share (70 per cent). This was followed by Germany with 9 and Denmark with 8 per cent suppliers. Poland was represented by 5 and Norway by 2 per cent. Exhibitors from Belgium, Finland, Holland, Portugal, the Czech Republic and Hungary rounded off the picture.

Two-day “Nordic Profile Fair” in summer

A total of 1,650 people attended the “Nordic Profile Fair” this time, 322 of whom attended on more than one day – the third day was poorly attended with only 142 new visitors. The summer event on 15th and 16th August will return to a two-day event. The event was organised by the competent ELMIA trade show team on behalf of the Swedish supplier association PWA. Beyer GmbH was the organiser responsible for the German exhibitors.

NBR Show / Oslo

Immediately thereafter, the Norwegian capital Oslo was the next port of call in the Scandinavian trade show calendar. The product show is organised by the Norwegian distributor association NBR. It also takes place twice a year. In a smaller setting, 44 exhibitors gathered in the “Event Halls” to greet their distributor customers. Despite the adverse weather, the number of visitors who attended (310) was quite satisfactory. This event was also organised by the competent Scandinavia specialist Klaus Beyer of Beyer GmbH.

PWA Show / Helsinki

The third trade show, the PWA Show in Helsinki, suffered from adverse weather conditions in the following week. 38 exhibitors presented their new products to a total of 285 people from some 170 companies. The PWA Show is characterised by the relatively long time spent by individual distributors at the stands. “An event that is always surprisingly good,” says Klaus Beyer.

MyVendo / Odense

On 7th and 8th March, “MyVendo” took place for a second time in Odense, Denmark to complete the Scandinavian trade show series at the beginning of the year. “MyVendo” has already emerged as a crowd-puller for the Nordic promotional product industry with 90 high-profile exhibitors. German suppliers and manufacturers exhibiting here are Brand-it, Inspirion, Halfar, Fare, Jung-Bonbon, Klio-Eterna, Mahlwerck, Pixika, PSI, UMA and WIL Langenberg. According to the organiser, the trade show has been fully booked for months, and attention is already being drawn to the next edition on 6 and 7 March 2019. Beyer GmbH will once again be offering appropriate know-how and booking options as an exclusive partner for German exhibitors.

Scandinavian trade shows in the next 12 months:

Sweden

- ELMIA Nordic Profile Fair / Jönköping • 15-16 August 2018 and 16-17 January 2019

Finland

- PWA Show / Helsinki • 29-30 August 2018 and 30-31 January 2019

Norway

- NBR Show / Oslo • 22-23 August 2018 and 22-23 January 2019

Denmark

- MyVendo / Odense • 6-7 March 2019

For further details and bookings, contact Beyer GmbH on:

Tel. +49 172 7477262

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Under the motto “Fair of Ideas”, Mainz-based promotional product distributor Bartenbach held its annual (spring) in-house trade show on 8 March 2018. Of the 420 trade visitors from over 200 companies, some came from the surrounding area and others from all over Germany.

Bartenbach Werbemittel

Start of marketing in spring



he guests of this 14th promotional product day at Bartenbach – all marketing managers from trade, commerce and industry – used the opportunity to obtain extensive advice and to experience the ever-changing world of promotional products live.

Current trends of the latest PSI Trade Show

From morning to night, 40 well-known exhibitors presented current trends from the latest PSI Trade Show as well

as modern (give-away) classics; as well as digital promotional products, premiums, brand products and, of course, everything related to the 2018 sports year with the football World Cup. Among other things, new products (not only) for football fans were introduced, including the sweet “Offside Explanation Aid” for snacking, and seat cubes and benches with branding as the ideal seating furniture for public screening events for employees or colleagues. Another “highlight” among the new products: illuminated displays made of plastic as a light and easy-to-assemble alternative to classic aluminium displays.



Advice is the trump card – and it was given first-hand and with great experience in Mainz.



As always, the Bartenbach team was on hand to advise and assist customers.



A major topic at Bartenbach in this World Cup year was naturally football.

Individual decision-making aids

No matter if it was a new product or a classic: As always, the focus was on a real haptic experience. At Bartenbach, companies of all sizes traditionally find an overview in the jungle of promotional products as well as practical and individual decision-making aids to help choose the right promotional product.

Digitalisation

Digitalisation was considered a key issue for the second time. “For us, classic promotional products and digital marketing trends are not opposites. On the contrary, we make them a strong common entity in the marketing mix and show numerous practical examples of this successful integration at our trade show,” says company boss Tobias Bartenbach.

Tailored service package

There was also the “all-round carefree package” to discover: with “Bartenbach All inclusive”, the team led by Anne and Tobias Bartenbach offers a tailor-made promotional product service package consisting of an order shop for their own logistics as well as an individual package including design and creation, hosting and storage. In addition to a wealth of information and entertainment, the visitors were also invited to exchange views in a pleasant atmosphere in the popular Network Lounge and to enjoy the culinary offering (live cooking) – including the feeling of a real fair.

<



No matter if it was a new product or a classic, as always, the focus was on a real haptic experience.



Of course you can also smell promotional products.



Malleable but nevertheless strong, elastic yet unbreakable, temperature-, heat- and chemical-resistant. In addition, **lightweight** and available in all colours of the rainbow and corporate identity – these are the features of a **wonderful material**.



Never have to search anymore

Where is the chip for the shopping cart and how do I read the name on the doorbell plate in the dark? These questions do not arise when the little helper from InterPro Brands GmbH is on your keyring. With the help of the keychain, the keyring can be easily attached, so you quickly have a small LED flashlight ready in the dark and a shopping cart chip for any spontaneous shopping. The product is available in royal blue, red, lime or black. Advertising is applied by using pad printing.



Exciting advertising

Anyone looking for an exciting product for their next promotion should visit the website of Hey!blau Labs e.K. where they will find an article called Grammophone®. Behind this name is a mobile phone holder made of cardboard with the additional function of a passive loudspeaker. When playfully assembling the set, not only are one's manual skills put to the test but also one's patience. Grammophone® is an exciting promotional product with a unique call-to-action, building a strong bond between the brand and the customer. The interior and exterior surfaces can be completely freely designed.

Merchandise for Soccer World Cup



Silicone Bracelets



Bang Bang Sticks



TRIGGI® The shopping cart trigger

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Fax: +49 • 8233 • 79312-29

www.pinsundmehr.de

info@pinsundmehr.de



Versatile

An original promotional product can be ordered from Schünke GmbH. It is a multifunctional tool of a special kind because it is not only a bottle opener, it can also serve as a bit holder, a control cabinet key or a tool for bleeding heating radiators. A bit set can be supplied on request. Advertising messages can be applied on request.

PSI 44106 • Schünke GmbH
Tel +49 2733 8925889
info@schuenke.gmbh • www.schuenke.gmbh
<https://www.psiproductfinder.de/zmi2nt>

Memorable

Who doesn't remember the small, square, colourful blocks from their childhood, from which whole entire could be built. Troika manages this balancing act with its Keystone keyring: pure nostalgia and modern functionality combined into a smart keychain with four colourful building blocks (blue, red, black and transparent).



PSI 46311 • Troika Germany GmbH
Tel +49 2662 95110
d.roether@troika.de • www.troika.org
<https://www.psiproductfinder.de/mmrhyw>

Fresh wind

With the advertising medium Mentos Mini, Jung brings fresh wind into the diverse range of sweet advertising ideas. The advertising medium is available with 10.5 grammes of Mentos Mini in the flavours mint or fruit mix (green apple, orange, lemon, strawberry) and is therefore ideal as a summer give-away for events or as a little refreshment. Advertising customisation is possible using an inserted promotional card which highlights the advertising message in an eye-catching manner. The promotional card is packed with a sweet supplement in a transparent and industrially compostable outer foil.



PSI 41545 • Jung Bonbonfabrik GmbH
& Co. KG • Tel +49 7042 9070
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www.jung-europe.de
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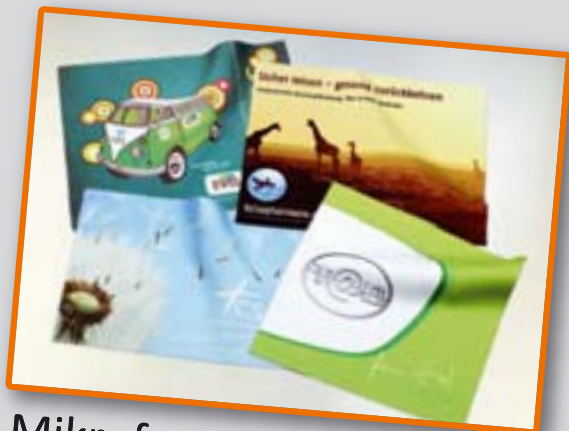
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Zeckenkarte

die richtige Waffe
bei Zeckenalarm





Spoiled for choice

The delivery options of the Polish company 12M leave nothing to be desired. The assortment consists of plastic articles that can be used, for example, in the office, at school, by tradesmen or at home and are ideally suited as promotional products. Flat items, such as rulers, are predestined for use as a mailing enhancer or give-away. Special customer requests in terms of colours, shapes and advertising messages are implemented perfectly at 12M.



Harmonic unit

Once again this year, Klio-Eterna will be offering a sensational, exciting, new product. Since April, the extensive product portfolio of the Black Forest writing instrument manufacturer has been expanded to include the extraordinary Tecto with its unique design language. Another new development, in triangular form, follows the hexagonal Trias from 2015. The rounded triangular shaft and the attached, distinct clip in the shape of a roof bring dynamics into play and form a harmonious unit.

Iconic special designs

Cheerfully colourful and jolly - that is the mbw® trademark of the heroes of the hearts from the home office of popular advertising mediums. Hardly surprising, given the little heartbreakers are made of easy-care plastic and inspire their proud owners. First and foremost the gentle stress killers from the Squeezies® ranks, the multi-faceted Mr Bert® and the Schnabels® ducks with a whole host of new job profiles and characters.

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



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Herr Bert



Well protected

Two cases for mobile phones under the names Transparent and Easy can be ordered from Giving Europe. The models differ in size, so they are designed for specific cell phone sizes. Common to the products available in different colours are the easy operation of the phones through the covers and the large advertising space. Advertising messages can be applied by pad printing.

Great bag

The Wrappy-BAG10® from TrinnoQ International is more than extraordinary; this bag features an integrated photo frame. The patented product is thus maximally personalisable as it can accommodate all common photo formats. In addition, the Wrappy-BAG is the perfect case for any tablet. The supplier has an experienced team to give advice on possible applications.



Well solved

The Smartklic Sport shopping trolley solver is a great promotional tool, especially when it comes to football. In addition, it can be used for almost any other sport. This Smartklic in the shape of a T-shirt is also ideal as an advertising medium for many other industries; the curvature below can be used, for example, for logos. The function is simple: remove shopping carts with a slight left-right movement, immediately remove the Smartklic® In&Out and stow it away with the keychain. The annoying search for a chip for the shopping cart is thus a thing of the past.





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

Always at your service

Under the sonorous name of Gloomy Hook, Kasper & Richter has a small but very powerful flashlight. This shapely, ultra-light item with many practical uses is the ideal companion as a keychain or as a small flashlight with LED light for on the go. Two CR1220 batteries are included. The dimensions are 70 x 25 x 11 millimetres, the weight is 16 grammes.



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reisen^{thel}.com/corporate-gifts

Conserving resources

The new Alex ballpoint pen from Citizengreen® is made from recycled PET bottles, as evidenced by its "PET bottle design". Available in the transparent colours blue, white and orange, Alex scores points in terms of environmental protection: it conserves resources and helps to reduce the amount of waste. The likewise attractively priced pen writes in blue ink and can be personalised by pad printing. It also writes in black under the name Peter.



PSI 42811 • Boomerang S.A.
(Citizen Green) • Tel +49 9369 9849974
office@citizengreen.de
www.citizengreen.de
<https://www.psiproductfinder.de/ymjhzw>



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

Little effort, big impact

Reflective materials have a high protective function for life and limb. That is why reflectors accompany us in everyday life. reflAktive offers a wide selection, many of which are EN 13356 certified and have the TÜV GS mark. Kids love the funny stickers. Not only do they look cool, they also make schoolchildren, cyclists, inline skaters, strollers and many more visible – and therefore safe in twilight and darkness. Customers can choose between numerous standard designs or individual shapes according to their wishes. Many shapes and colours are possible. "And if you tell us the topic of your campaign, our experts will be pleased to develop various design suggestions for you," says reflAktive. The stickers are printed on or under the reflective foil.



PSI 46131 • KHK GmbH
Tel +49 221 9854730
sales@lipcare.de • www.lipcare.de
<https://www.psiproductfinder.de/ztuymw>

Lip care with a clear conscience

The demand for sustainable products is steadily increasing, as well as the number of customers who have a clear position on the environment. To this end, the specialists of KHK GmbH offer the new lip care formula "LipNature Fair", which is entirely vegan. In addition, the lip care sticks, guaranteed to be manufactured in Germany, can also be supplied with an outer shell made of recycled plastic. "Lipcare Recycled Plastic" is available from 300 pieces in the colours white, sand, natural green and black, with a Fairtrade composition from 1,000 pieces.



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

Great fun at a small price

After two years of exclusive distribution and over 20 million copies sold, the patented biscuit stamp from Global Innovations is now available again. With a height of only three millimetres, it is ideal as a cheap on-pack or full-featured mailing item. The customer can choose from a large selection (including football, Halloween, Christmas, Easter, love) or make an individual biscuit stamp himself (from an order quantity of 5,000 pieces). With a message on the back, the biscuit stamp becomes the perfect promotional product.

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The thing with the kink

Stick holders have versatile uses such as for balloons, flags, wind wheels and other applications. The patent-pending KNIX! T stick holders from Vermod have an additional function/benefit: If the stick is kinked at the marked point, there is a note in the separated part. This can be provided with an advertising message and/or is also a voucher, coupon, winning ticket or a discount card. This results in a variety of advertising and promotion opportunities.



Thirst quencher to go

An excellent drinking bottle with really good features is part of the Relags GmbH range. Made from Tritan™ copolyester, the practical thirst quencher is virtually indestructible. In addition, the material ensures taste neutrality. The bottle is absolutely leak-proof, extremely light and can be cleaned very easily. The large closure and wide neck are particularly striking. Available in nine colours and two sizes (0.5 and 1.0 litres). Personalisation by printing is possible.

PSI 48295 • Relags GmbH
Tel +49 8065 90390
relags@relags.de • www.relags.de
<https://www.psiproductfinder.de/otc5yz>



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

Acoustic Bomb

The Acoustic Bomb keyring from Inspirion gives its wearer a secure feeling. The small bodyguard fits in every pocket and is always at hand if things gets serious. As soon as the ring with the safety pin is pulled out, a warning sound of up to 98 decibels sounds. The alarm is intended to deter potential attackers and animals. In addition, the keyring has an LED light which helps in the search for the keyhole. The alarm keyring is the perfect companion on a keychain and available in the colours white, black, blue and red.



PSI 46095 • Lumitoys-GmbH
Tel +49 2331 3775450
info@lumitoys.de • www.lumitoys.de
<https://www.psiproductfinder.de/njayzj>

Powerful dwarf

For at home and on the move: The new mini lamp from Lumitoys is not only light and bright, but also versatile. As a keychain, with a band, carabiner or fridge magnet, this little give-away is a practical companion in everyday life. In addition to a large number of existing standard models, individual shapes can be easily implemented thanks to the easy-to-process PVC material, and custom printing is also possible.



Die Handschrift der Werbung



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www.uma-pen.com

Summery colours

At the bag specialist Halfar, summer is coming with new colours for Join, the cheerful drawstring bag. It is now available in four new tones: fiery red, smart May green, bright orange and bright cyan. The all-rounder for numerous target groups and advertising ideas is recommended for children, teenagers, athletes and fashion-conscious people alike. Also, because it boasts a high-quality hip appearance. It has a second lockable compartment thanks to a zipped pocket. Ideal for keys, mobile phones and wallets.

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



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

Laughing postal assistant

Since letter post is also indispensable in today's digital world, Hermann Flörke GmbH offers a practical everyday helper. The sharp lower jaw of the Moby letter opener "eats" easily through any paper and its upper jaw provides ample space for individual advertising in digital print with up to 4 colours. From just 200 pieces, this mercurial, good-humoured whale will swim into the office of the recipient. It is available in a variety of standard colours, solid or transparent.



PSI 41853 • Frank Bürsten GmbH
Tel +49 7673 888650
info@frank-brushes.de
www.frank-brushes.de
<https://www.psiproductfinder.de/mzzhod>

Small brush – enormous impact

Frank Bürsten GmbH has the ideal give-away for golfers. The golf brush in the shape and size of a golf ball not only looks good, it also impresses with its practical application and excellent quality. A golf club can be freed in no time from dirt with the hard, synthetic bristles and the brush can be attached to any golf bag with the carabiner. The valuable give-away is rounded off by the appealing gift box which can be printed with a logo as desired.



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

Crazy bottle opener

team-d offers the Crazy bottle opener which provides for all sorts of fun. Anyone thirsty can choose between two sides or open two bottles at once. If that is still too boring, play with the “spinner”. The bottle opener made of ABS plastic is available from stock in the colours black, white, blue, red and orange. Advertising on an area of 15 x 15 millimetres is possible.

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PSI 44209 • S. Tsourlakis and Sia EE
Tel +30 210 2519208
greenl@otenet.gr • www.klick.gr
<https://www.psiproductfinder.de/yje2y2>

Shirt with colour variety

The Greek Klick Company presents a short-sleeved T-shirt for adults in a particularly large colour variety for the upcoming summer season. The shirt is made of tubular knitted fabric with double stitching on the collar, sleeves and waistband. It is made from pre-shrunk cotton and is available in sizes XS to 3XL. XS and 3XL, however, are only available in a few selected colours. There are basically 20 colours and three more stonewashed colours available.

Small but fine

The range of Living Bytes GmbH includes the Gerber® product Vise Pocket Tool, a very small, attractive tool you should “never be without”. This compact tool with mini pliers fits onto a keychain and comes with other useful features such as a straight blade, a serrated blade, a file, a bottle opener, a small and a medium-size screwdriver and a Phillips screwdriver (at the end of the file). Due to its low weight of only roughly 57 grams and a length of about six centimetres, the Vise Pocket Tool gets through any airport passenger control.



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



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

Pleasure to hold

Made of flexible, soft PVC, the rubberBADGE® keychains from Asia Pins have a great, pleasantly soft feel. In 3D, 2D or flat cast design, there are almost no limits to the desired design in terms of size and shape. The material is durable, resistant and can be dyed in almost Pantone. The products can also be used as patches, luggage tags, magnets, coasters or pins.

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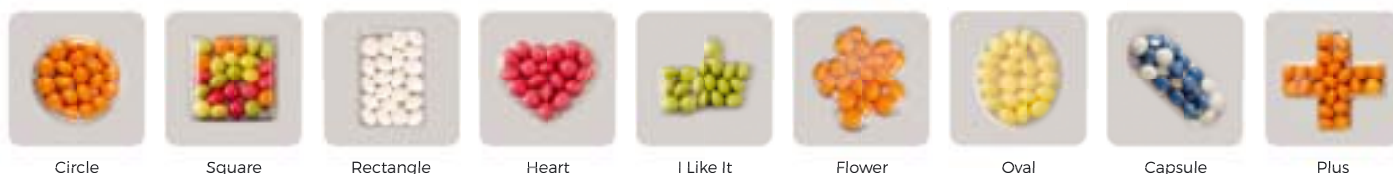


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info@kalfany-suesse-werbung.de
www.kalfany-suesse-werbung.de
<https://www.psiproductfinder.de/nty5nt>

Sprinkle sweet messages

With little chocolate hearts or men, small Dextro-Energy dextrose bars and much more, the cute little card from Kalfany Süße Werbung not only transports an advertising message, but also a small tasty mini meal. For the upcoming football event in 2018, it is the perfect advertising medium for football clubs, sponsors or football bars. Measuring 113 x 77 millimetres, the Sweet Card provides enough surface for an advertising message, and cleverly showcases the chocolate figures, hearts and dextrose bars before they melt in your mouth. Kalfany Süße Werbung produces the complete IFS-certified Sweet Card.

Advertising to take away

With the “Vienna” carrying bag, Joytex, the contact partner for promotional bags, has introduced a new product that particularly stands out due to the large selection of colours with 29 standard colours. The bag is made of non-woven PP, features short handles for a comfortable fit, and with a size of 38 x 42 centimetres is big enough for lots of contents. The sustainable alternative to the plastic bag is available with printing from 250 pieces within 2-3 weeks.



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



PSI 47555 • Vim Solution GmbH
Tel +49 7661 90949-200
vertrieb@vim-solution.com
trader.vim-solution.com
<https://www.psiproductfinder.de/y4mi40g>

Smartphone blows cooling fan

This small mobile phone fan (A101129) is suitable for all common smartphones with a Micro USB or Lightning connection. The extremely flexible rotary blades start automatically when connected and ensure pleasant air circulation on hot days. Starting with a quantity of only 100 units, this product is available in white and black at Vim Solution.



PSI 41369 • elasto form KG
Tel +49 9661 8900
mail@elasto-form.de
www.elasto-form.de
<https://www.psiproductfinder.de/ywizmm>

Organic plastic is very trendy

The organic sector in Germany is booming more than ever because sustainable consumption is very trendy. No wonder then that elasto has followed this trend by producing organic plastic in Germany. Currently, the promotional product manufacturer offers several plastic best-sellers as an organic variety. Production of these articles uses two new organic plastics consisting of either 34% or 94% bio-based carbon. In addition to cellulose and sugar, starch plays a particularly key role. The main starch suppliers are corn, wheat and potatoes. From the spoon to the shaker through to the cereal bowl, there are various high-quality plastic promotional products to choose from.

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info@mrdisc.de · www.mrdisc.com



PSI 47406 • koziol ideas for friends GmbH
 Tel +49 6062 6040
 incentives@koziol.de • www.koziol-incentives.de
<https://www.psiproductfinder.de/mzhmm>

Glass becomes unbreakable

Koziol presents a new series with ten different glasses made of a very special high-tech material with its "super glass" range. The glass is not only four times better than conventional glass, it keeps drinks cold for much longer, it is virtually unbreakable and can even withstand long throws without breaking. The glasses can be perfectly cleaned in a dishwasher and are always reusable. At the same time, they protect the environment with a clear conscience. The super glass is exclusively designed and manufactured in Erbach im Odenwald and is available in the colours white, clear, anthracite, emerald green, amber, aquamarine, jade, rose or quartz.

Useful for patients

Two new products from Dr. Junghans each offer patients their own benefit. The plastic inhaler provides soothing steam which penetrates quickly and safely into the respiratory tract. The lower part of the device can be easily detached from the upper part. The optimally adapted mouthpiece shape facilitates effective and beneficial usage. The practical tablet box with 28 compartments is a promotional product that allows people to coordinate the regular intake of tablets on a daily basis. The design allows the placement of a logo surface with high visibility on the rear side.



PSI 49287 • Dr. Junghans Medical GmbH
 Tel +49 34345 560121
 t.passenheim@dr-junghans.de
 www.dr-junghans.de
<https://www.psiproductfinder.de/mgu1zd>

Sparking idea

Something extraordinary can be found in the range of KP Plattner: the Formula ARC lighter. Instead of a flame, an arc ignites cigarettes or candles. This gives the lighter a special and unique touch. The Formula ARC lighter is suitable for any use and is environmentally friendly because recharging is done by using the USB charging cable included. High-quality gift packaging adds an extra charm to the overall package.



PSI 41565 • KP Plattner GmbH
Tel +43 512 2640 64
office@kp-plattner.at • www.kp-plattner.at
<https://www.psiproductfinder.de/zwezmnd>



Spring on the desk

At uma, spring ideas are blooming and sprouting. With the new SKY GUM, the market leader presents a highlight in terms of innovative promotional ballpoint pens. It really comes into its own thanks to jazzy designs in light green, magenta, orange, light blue or yellow. The new uma success model does not just look good, it also feels good. With its rubberised shaft, it is so comfortable in the hand that you do not want to put it down anymore. A brilliant contrast to the matt GUM look is created by the silver metal tip and metal clip on which great colourful brand messages can be applied. The quality of the well-known uma Tech Refill with a nickel silver tip and tungsten carbide ball with German writing paste according to the ISO standard ensures writing pleasure up to 4,000 metres.

PSI 41848 • UMA Schreibgeräte Ullmann GmbH • Tel +49 7832 7070
info@uma-pen.com • www.uma-pen.com
<https://www.psiproductfinder.de/mjy0yz>

-Advert-



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NEW





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A new year – a new location – a new brand identity: The promotional product specialist Multigate from Vienna has launched an expanded business model this spring. It is not only presenting itself in a new design in the centre of Vienna, but now also offers campaigns in the below-the-line segment as well as creative live marketing concepts.

Strategic repositioning with live marketing

Harness new potential



Fits perfectly into the colour concept of the new offices: An artist friend created an intricate painting based on the new company logo.

Whe formal opening of the new offices at the beginning of March served as a visible sign of the company's strategic repositioning (see also separate section). Situated at the meat market in the heart of Vienna's city centre in the 1st district and in the immediate vicinity of Vienna's landmark, St. Stephen's Cathedral, the new location with its spatial concept underlines the realignment of Multigate in a striking way.

Modern workplaces in a historical setting

Following a 16-week refurbishment, the office space in the historically listed setting at the Viennese meat market appears in a new style, forming a more contemporary working environment with generous lounge areas and creative walls on different levels. The workplaces in the form of work benches are characterised by their high functionality. Interdepartmental collaboration has thus become

easier and communication channels shorter. Team members now have the opportunity to sit down in various areas of the open space office and do their work. State-of-the-art presentation options complete the stylish ambience for visitors.

Dynamic work environment

Despite the requirements associated with a listed building, the promotional product specialist Multigate now has the entire infrastructure of a new building, including a garage directly under the building. "We dealt extensively with the architecture, planning and design in advance," says company founder Werner Keltscha, who heads the company together with his son Daniel. "In doing so, we also dealt very precisely with the requirements of modern-day work and oriented ourselves to the highest standards. Our new office shows the dynamic working environment of our company: The main focus is on open communication, innovation and collective creativity. This creates optimal conditions for further growth. "The result is a successful and tasteful symbiosis of old and new. And the new, open and stylishly designed rooms with their state-of-the-art facilities create an almost ideal atmosphere for efficient work, and their appearance also reflects the conceptual reorientation of the company.

"We create Brand Experiences"

Another smart indicator on the way to modern brand communication is shown in the new, carefully adapted CI and the redesign of the logo. This is accompanied by a new claim: "We create Brand Experiences". Flanked by a new website and an image film produced in-house, this motto also describes the expanded Multigate business segment under the banner of "New Business", a topic that extends the classic promotional product sector to include the dimension of a comprehensive emotional brand experience. This involves creating entire haptic worlds for the customer. Specifically, this means: campaigns in the below-the-line segment as well as creative live marketing concepts from a single source – an absolute novelty in the industry.



A well-coordinated complementary team: Daniel and Werner Keltscha (from left) are leading Multigate into a future full of new promotional opportunities.

Creating brand experiences

The strategic opening of the portfolio through live marketing and associated conceptual, graphic brand communication enhances the possibilities of Multigate as a contact partner for creative, holistic communication and marketing concepts tailored to the customer's wishes. "The new Live Marketing business unit was introduced with the goal of creating brand experiences in everyday life and thus expanding our very successful haptic core business. The concept works and is very well received by the market, so I see a very positive development of Multigate in the coming years," emphasises Daniel Keltscha. The first promising projects show the two managing directors that they are heading in the right direction with their concept.



The new, smartly designed premises with state-of-the-art facilities creates an almost ideal atmosphere for efficient work, and the impression reflects the conceptual realignment of the company.

“Logical step into the future”

Irrespective of this, Multigate also remains the classic promotional product consultant with over 30 years of industry expertise. “Consulting is still in demand. Listening carefully to the customer to understand his needs and generate the best solution for him will continue to be the most important thing,” said Werner Keltscha, “but it was time to combine our trading experience with marketing know-how to forge ahead with our communication concepts for our customers. “The new portfolio, beyond importing and distributing merchandise and promotional products, acts as an “add-on” and “additional customer loyalty tool”. Thus, the expansion of the full-service provider and provider of exclusive e-shop solutions based on SAP through to warehousing and logistics management to now include live marketing and graphic agency services is “a logical step into the future of the family business”. Daniel Keltscha sums up as follows: “We no longer simply develop a component of a marketing campaign, but conceive creative possibilities associated with the use of promotional products as well as independent live marketing concepts.”

Sales team reinforced

In the course of the company development process over the past two and a half years, the team has been systematically reorganised and the sales team strengthened to efficiently communicate this additional service. For the new Creative and Live Marketing department, Mike R. Gase with approximately 15 years of agency experience was brought on board as Marketing Director and Head of New Business. He has received several awards in the past as a creative director or managing director of advertising agencies. Another addition is Marcus Myckan. The new Art Director brings years of expertise in conceptual and graphic brand communication. Thanks to these new versatile skills, Multigate has created a conceptual bridge between brand communication and the classic promotional product trade. One thing, however, has not changed at Multigate in all these years and remains as a constant in the future. Werner and Daniel Keltscha continue to work with their team “with heart and soul”. <

New office formally opened

On 8 March 2018, Multigate, together with customers, high-ranking representatives from politics and business as well as friends of the family-owned company, celebrated the opening of the new offices at the meat market in the centre of Vienna. Around 200 guests accepted the invitation to attend the formal opening of the new Multigate headquarters. The priest of the neighbouring St. Stephen's Cathedral, Toni Faber, gave the location the church's blessing during the successful opening ceremony. The entertaining programme also included a performance by Chinese opera singer Qin Long.

In his welcoming speech, company founder Werner Keltscha thanked the customers and partners for their confidence and emphasised the great potential of the location. His son Daniel Keltscha emphasised the advantages of the new, modern premises in the heart of the city. The opening day was also celebrated in the spirit of a good cause: A donation was handed over to the St. Anna Children's Cancer Research Institute which Multigate has been supporting for many



A grand reception at the formal opening ceremony of the offices: About 200 guests attended and the church gave its blessing.

years. Andrea Prantl, head of the donations office: “For us, Multigate is a long-lasting and trusted partner in the fight against child cancer. I highly appreciate the personal cooperation and thank Multigate for doubling all donations received during the ceremony”. The formal ceremony concluded in a sporty atmosphere: Austrian football star Helge Payer hosted a football quiz, appeared with the guests in selfies and signed autographs. He attended as a representative of the SK Rapid Vienna Business Club in which Multigate is a partner.



WIR BESIEGEN BLUTKREBS

„MEIN BLUT WAR KAPUTT.“

Marlon, geheilter Blutkrebspatient

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Mehr Geschichten auf



Power woman. Creative mind. Source of inspiration. This is how Martina Wolf, owner and managing director of MWS advertising solutions GmbH, is characterised on her website. Anyone who meets the 55-year-old promotional product specialist in person will frankly admit that this fits. MWS has belonged to the circle of promotional product consultants for two years.

Achieving success with unusual ideas

Always be a little bit different



Martina Wolf (l., with her dog Pepe) and Christine Hettrich (with the company's mascot) from MWS advertising solutions.

Starting a conversation with Martina Wolf requires no icebreaker. This is not surprising because she systematically pursues a concept with her small company. And this concept begins with listening and collectively analysing individual customer needs. Once the need has been determined, the advertising media concept is created for the upcoming project and a suitable solution is found. Everything from a single source is also Martina Wolf's motto because her job goes far beyond simply finding the right solution. For the 55-year-old, it goes without saying that she visualises the selected items with the individual advertising messages and ensures that they are delivered to the desired location. Martina Wolf promises 100 per cent reliability. She is only satisfied when her custom-

ers are. "It is a wonderful feedback when we receive photos from our customers showing the successful use of their promotional products." A look at their list of references, which includes several high-profile customers, bears testimony to this.

In a roundabout way into the industry

The fact that MWS advertising solutions was only established two years ago may seem a bit surprising at first. However, looking more closely at the career of Martina Wolf, one quickly realises that the qualified foreign language correspondent has been at home in the promotional product industry for some time. Before daring, as she described, to take a "plunge into the deep end" in May 2016 by starting her own business, she had worked in various positions and industries. Until 1987, she did her apprenticeship at a car dealership. After three years there, however, it was clear that she needed a new challenge. She joined the import/export department of a mechanical engineering company that operated throughout Europe. As her duties seemed a bit too monotonous, she changed in 1992 again to become a qualified commercial specialist, and subsequently the assistant to the managing director of a chemicals company. 1996 then brought another change that took her directly to the promotional product industry. She joined the promotional product distributor Werbepartner Renz in Leinfelden-Echterdingen, which she had already known from her previous employment. Martina Wolf quickly realised what really appealed to her in her professional life: to work creatively, to be versatile and to be able to utilise her commercial skills. Following the birth of her daughter in 1999, however, she reduced her workload so that she could spend more time with her child. Although she managed to return to work



in 2006 on an hourly basis, she had to change again when the big economic crisis came soon thereafter. Martina Wolf faced difficult times, both professionally and in terms of new challenges. Following a new orientation in her private life, she faced the crucial question: What now?

More than a sofa company

She admits she had some sleepless nights after good friends advised her to become self-employed. But despairing is not her thing. In retrospect, Martina Wolf describes her situation as follows: "Falling down is not the problem, but you have to get up again and overcome defeat." With the support of her circle of acquaintances, she courageously set about becoming self-employed and establishing her own promotional product consultancy company. She was already familiar with the industry and its processes. She also had the necessary contacts. MWS advertising solutions was born. When she first started out on her own, Martina Wolf was clear about one thing from the outset. "I didn't want a sofa company". It should, as far as possible, be representative. So she moved into her current premises in Stuttgart-Weilimdorf. Some of her previous customers switched to her company, trusting in what they were used to: targeted advice, appropriate concepts, a good selection and the reassuring feeling of being taken by the hand, so to speak. For Martina Wolf, this was a more than secure start-up capital.

Ideal business partner found

Maintaining existing customers is one thing. Acquiring new customers is another matter altogether. Word of mouth has so far helped Martina Wolf. But she does not want to rely on that alone. Just as she is the source of inspiration for her customers, she also relies on her ideas for acquiring new customers. Her concept? "Intuition, chance, luck,

input", is her instantaneous response. "There is no magic recipe. I reflect on who I might find interesting. Often something attracts my attention and I look into it. On some occasions I had someone completely different in mind than the one I managed to acquire as a customer. But that's exactly what makes my work so exciting." She found her ideal business partner in Christine Hettrich who has not only supported her since January 2017 but has also become her right-hand woman. The two had previously worked for the same employer. Founding MWS advertising solutions GmbH was a leap into the deep end, but with Christine Hettrich she was on the safe side. The two women complement each other perfectly and have the same idea of how a business should be run. "In dealing with our customers, personal contact is paramount for both of us. The chemistry has to be right," reveals Christine Hettrich, who, like Martina Wolf, sees her work more in the background. "It's not us who shine, it's our customers. We remain in the background. We are satisfied if we are allowed to deliver. All the more so if we are allowed to do it again." Both women underline personal contact in unison. "There is no shop at our company. Anyone who comes to us does not have to worry about anything."

Not profit at any price

"We want to arouse joy, create beautiful memories, always be a little different and establish ideas that you would not otherwise see," says Martina Wolf when describing how she wants to set her company apart from the competition. And Christine Hettrich adds: "We offer advertising that you can touch because haptics is the be-all and end-all." At the same time, transparency plays a decisive role at all times. Communication must be clear. Therefore, there is also a limit to both women's choice of promotional products. "For us, products created by child labour are absolutely taboo. The quality of a promotional product must be the prime consideration, not profit at any price. "This will also be the maxim for the future for which Martina Wolf still has some plans. "We want to continue to grow. In the medium term, I would like to employ our part-time workers on a full-time basis." And what else? "My goal is to host my own in-house trade show in two years," reveals Martina Wolf. A big challenge, but so far Martina Wolf has always managed to achieve what she set out to do. <

Every year, millions of euros worth of goods cannot be marketed as planned because they are contaminated with mould. In the worst case, a costly destruction of the products may be necessary. Treatment avoids the loss of sales but costs a lot of time and money.

Risk of mould

Prevention avoids losses



Today goods constantly move around the globe. Whether by air or sea freight, lorry or train – on the road, in the warehouse or even during production there is a great danger that mould may form on goods or packaging. Especially in the case of complex value-added chains and long transport routes, the risk of sales losses due to mould growth is enormous. In some cases, the goods can indeed be processed, but such special services are expensive and time-consuming. Those affected by the mould problem are, among others, producers, suppliers, distributors and brand manufacturers of consumer goods as well as logisticians and warehouse and store managers. All of them can save costs by implementing mould prevention measures at an early stage. Intertek is the ideal partner here.

Measures to prevent mould

Intertek experts have years of experience in mould identification as well as excellent expertise on which materials or products can be affected. Based on the knowledge of why mould forms, they quickly recognise which materials, chemicals, nutrients and prevailing conditions favour mould growth. This allows them to work with companies to develop and implement efficient measures to prevent mould. Intertek offers a variety of services to better assess and significantly reduce mould risks – from manufacturing and packaging to transportation and storage. When classifying the risk, one should act independently of the product. Critical to the risk assessment are the materials used, such as leather, wood, natural fibres, cork or



Suitable measures for mould prevention preserve the value of sensitive and high-quality products. Leather, for example, is one of the natural materials that are particularly susceptible to mould.

other natural materials. The geographic location (e.g. in monsoon and typhoon-prone areas) also plays a significant role. The (often tropical) climate prevailing in the production process should also be considered. Intertek supports companies along the entire value-added chain: Selection of suitable materials and raw materials, development of suitable measures for moisture control, packaging, transport and correct storage. Even structural defects that lead to mould on buildings are tracked down because building mould can also be transferred to products.

Qualified assessments

Intertek experts provide companies with qualified assessments that identify solutions to address identified shortcomings in manufacturing facilities. On request, comprehensive staff training completes the portfolio. It ranges from the complete package of mould prevention to simple quick-checks by in-house employees who are guided by the problems prevailing at the respective production sites. In any case, training courses provide much more than just essential basic knowledge. If mould-damaged goods are to be processed, Intertek cooperates with an independent and reputable service provider.

Intertek as a project partner of the BMZ*

As part of a two-year DEG project (Deutsche Investitions- und Entwicklungsgesellschaft mbG), Intertek is involved in mould prevention in China (regions of Shanghai and Guangzhou) and Vietnam (regions of Hanoi and Hou Chi Minh City) in cooperation with the WKS Group, a renowned specialist service provider for the clothing industry). The goal of the project is to implement sustainable solutions in these countries in order to minimise or even prevent damage caused by mould for German companies that produce there.

*German Federal Ministry for Economic Cooperation and Development

Contact:

Intertek Holding Deutschland GmbH

Tel 0800 5855888 / +49 711 27311-152 · Fax +49 711 27311-559

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connect.psi-network.de/Intertek2018



This is how screws make fun

Anyone who knows the annoying need to repeatedly reposition a screwdriver will appreciate the Wera-Kraftform compact screwdriver with ratchet function. With this **ratchet screwdriver**, the user is spared annoying grip-changing and can turn the screwdriver until it stops without having to remove the tool from the screw. An additional highlight: the integrated bit magazine contains six different bits with the most common profiles. A powerful tool with a practical ratchet function even in very confined spaces.

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



Advertising in good hands

Herka is a competent partner for **sustainable towels** with individualised jacquard weaving produced exclusively in Europe. All terry products have been certified many times (Oeko-Tex, EMAS, ISO14001) and have been manufactured in the traditional textile region of Waldviertel in Austria for over 90 years. Starting from 100 pieces, every advertising message is showcased in a large format. All sizes, colours and materials are possible. In addition, jacquard weaving is also suitable for finishing as a velour towel. Thus, two important customer criteria are brought to perfection: softness and absorbency.

PSI 46235 • HERKA GmbH • Tel +43 2864 2317
sales@herka-frottier.at • www.herka-frottier.at
<https://www.psiproductfinder.de/yznlyw>

The strikingly different accessory

The new Bumper from Sanders Imagetools is not only visually eye-catching. Available in five different silicone cases, it transports the advertising message effectively with high-quality suntan lotion. With a practical loop for attaching, it also becomes a fashion accessory. With the sunscreen you are well prepared for a trip to the beach as the high SPF of 30 provides optimal protection for every skin type. Now even with an **improved, nano-free formula**. The typical fragrance underlines the brand-product quality of the sunscreen. The Bumper is available from 250 units with a short delivery time.

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



It piece for the lady

For a lady, the scarf is what the tie is for a gentleman: As a fashionable combination marvel, it gives her outfit the finishing touch. If she does not feel like wearing a necklace, she will find a stylish alternative in the high-quality scarves from Club Cawatte Crefeld. The **fine scarves** of the Crefeld-based company are made of smooth, 100% polyester chiffon. Very fine-meshed and delicately light, semi-transparent chiffon fabrics with their soft flowing drape are ideal for scarves. The creations are about 45x180 centimetres in size and available from just one piece. From 30 pieces, they are available with finishing in print, from 100 pieces with individual design.

PSI 43606 • Club Cawatte Crefeld GmbH • Tel +49 2151 7812990
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More profile

Advertising prints that you can feel leave a very special lasting impression. senator® offers two techniques that noticeably enhance printing on ballpoint pens. With the new 360° Plus shaft print, an additional layer of varnish complements the print with up to four colours. This **high-gloss varnish layer** can be applied over a large area over the entire logo as well as partially to emphasise details. This new haptic print is possible on both glossy and matt surfaces and a large selection of models from the senator® range. The company can attract even more attention with HD printing, digital direct printing on glossy white ballpoint pen shafts.

PSI 41838 • Senator GmbH • Tel +49 6162 8010
info@senator.com • www.senator.com
<https://www.psiproductfinder.de/ytizzd>



Talented shopping companion

Reisenthel presents its **multi-talented** Carrycruiser which ensures that all major purchases are made in top gear. A sturdy aluminium frame, a removable, washable inner lining and a removable mesh inner pocket make the Cruiser a popular shopping companion. The adjustable shoulder strap with padding, a two-stage telescopic bar and large, free-running ball-bearing wheels ensure good handling. The shopper is available in various uni-colour variations with attractive decors.

PSI 47182 • Reisenthel Accessoires GmbH & Co. KG
Tel +49 8105 77292240 • promotion@reisenthel.de • www.reisenthel.com
<https://www.psiproductfinder.de/zgjhnmm>

Become an active bee rescuer

Urban gardening or guerrilla gardening is not just a new fashion concept but a **trend** that more and more environmentally conscious hobby gardeners devote their spare time to. With products such as the Bee Folding Card or the Bee Seed Paper, emotion factory has now addressed the cutting-edge topic of "saving bees" and urban gardening because each of these products and eight other bee-friendly promotional products contain bee-friendly flower seeds. Available in practical individual cardboard packaging which can be individually designed, the flower balls are real "seed bombs" in the sense of guerrilla gardening. All of these promotional products with flower seeds make cities and the environment greener and serve as a nectar donor for the important yellow-black insects.

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



Childhood memories

When skimming stones, you must find the right stone first. This is not so with the plastic **JUMPY skimming stone** from Team D: It already has the perfect shape and, unlike a natural stone, does not sink, so you can "skim" again right away. JUMPY has the shape of a UFO, measures eight centimetres in diameter and comes in blue, red and yellow with a smile face.

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



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Smash hit for a football promotion

The exclusive countdown calendar from CD-LUX creates a positive mood in the run-up to the World Cup combined with an eye-catching promotion. It shortens the waiting time until the big event and keeps the advertising in view. The **countdown calendars** are all individually printable. This also applies to the inner doors which can be used for fan and discount promotions. Filled with power dextrose or fine chocolate, this promotional product is also popular among athletes! Various sizes, formats and a choice of number of doors can be supplied as per customer request.

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

A small portion of a football pitch

The **snack bag** with a small portion of edible grass and a chewing gum as a football is Zuckerbäcker's contribution to the upcoming World Cup on the green grass. A fruity apple flavour combined with classic chewing gum makes fans' hearts beat faster. The snack bags are filled by hand in Germany and are available from a small minimum quantity of 500 pieces with individual printing. The small tab cards on the inside and outside offer plenty of space for advertising messages.

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



Bright helper in everyday life

Spranz presents the perfect helper in everyday life and for on the go with the new **Metmaxx® LED&See magnifying glass**. According to the supplier, the optically high-quality magnifying glass with integrated flashlight and reading light helps with all small and large everyday problems. The magnifying glass is delivered in an attractive design box including the matching button cell batteries.

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



Effective privacy

Loken Token, available from SDI Gifts, is a high-tech, practical USB flash drive with an integrated 5-digit mechanical combination lock for **added data security** in the event of loss. The plastic-coated storage medium is available in capacities of 16, 32 and 64 gigabytes and is based on USB 3.0 technology. The product is suitable for devices with an OTG function and is compatible with Windows/Android. It can be personalised with a logo, for example by pad printing on the back of the stick or thermal printing on the loop.

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



For the customers of tomorrow

Giving Europe's colourful Jotta colouring pencil **set** is **tailor-made** for the customers of tomorrow: it comes in a handy nylon case and consists of eight colouring pencils in the colours light blue, orange, black, red, pink, yellow, purple and green. The set also comes with a metal sharpener. The plastic snap hook on the case completes this colouring pencil set as a perfect gift item. Advertising is applied by using pad printing.

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



PromoTex Expo premiere | Large trade show network

From 8 to 10 January 2019, the PromoTex Expo will be celebrating its premiere in Düsseldorf. The focus of the international trade show for promotionwear, sportswear and workwear will be on promotional textiles, teamwear, corporate fashion, home textiles and textile finishing. With the PromoTex Expo, which takes place at the same time as the PSI and viscom, Reed Exhibitions is intensifying its trade show activities in the field of marketing and advertising.

The combination of the three independent events PromoTex Expo, PSI and viscom will create Europe's largest trade show for advertising and sales. Together, the three trade shows boast more than 1,000 exhibiting companies and more than 20,000 trade visitors from all over the world. "They represent the entire spectrum of visual, textile and haptic advertising and communication at an international level," explains Michael Freter, Managing Director of Reed Exhibitions Deutschland. PromoTex Expo will kick off the new business year with the early date in January. Internationality is the key here: Textile finishers, textile specialists, promotional product distributors, advertising technicians, designers and agencies from more than 80 nations are expected. "Almost every second trade visitor travels from abroad – a level of internationality that is unique in Europe. Major international textile manufacturers, importers, textile traders and finishers meet here at the PromoTex Expo," emphasizes Petra Lassahn, who is responsible for the entire trade show trio as Event Director. Around 140 exhibitors are expected to attend the premiere of the PromoTex Expo in Hall 13 of the Düsseldorf Exhibition Centre. The focus will be on the



trend themes of mass customisation and personalisation, smart clothes, sustainability in the textile production chain, and textile finishing in all its diversity. Creative special shows on important industry topics as well as networking formats such as matchmaking will complete the programme. Parallel to viscom's new exhibition area "Textile Finishing Technology", Hall 13 will become a hotspot for textile finishing, textile promotion and further processing.

Stefan Roller-Aßfalg takes over project management

Stefan Roller-Aßfalg, who has worked in the textile finishing and promotion industry for almost 20 years, will become the project manager of PromoTex Expo. "A stroke of luck for us, a stroke of luck for the industry: Stefan Roller-Aßfalg is a recognised expert in the industry, an intelligent person and a reliable partner of the companies. The standing he has throughout the industry is enormous," says Michael Freter. Roller-Aßfalg took over the editorship of the trade journal "TVP Textilveredlung & Promotion" in autumn 1999 and at the same time accompanied the international trade show "TV TecStyle Visions" which first took place in the year 2000. Here he was significantly responsible for developing the comprehensive supporting programme. As a self-employed entrepreneur, Roller-Aßfalg continues to be head of the Academy of Textile Finishing under which he has been organising training and further education courses for the industry for two years. "I am looking forward to introducing this experience to the international scene. The task of setting up PromoTex Expo in the context of the PSI and viscom has a great deal of perspective and is very exciting," says Stefan Roller-Aßfalg.

PSI remains a closed shop

"Attending the PSI continues to be reserved exclusively for PSI members and certified agencies. By creating our own textile promotional world – the PromoTex Expo – we are strengthening the exclusive character of PSI. Especially in the textile promotional sector, the desire for an open trade zone which goes beyond the borders of the PSI has been voiced time and time again. In the new structure, we will satisfy both sides. "In the future, PSI members will have the opportunity to benefit from the broad spectrum of all three trade shows. The PromoTex Expo and viscom are open to international trade visitors without membership. As before, the PSI will occupy Halls 9 to 12, the PromoTex Expo will be in Hall 13 and the viscom in Hall 14.

8

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PSI

Denomination and ideology

What or who do you believe in? A philosophical or also a confessional question. Whether it be the church or form of government, communism or capitalism – each of us believes in things that ensure we enjoy cohesion in a society. Often, we believe in recognising the only truth. Our society is based on stories that we believe in and on which we have established rules. In his works, the Israeli historian Yuval Noah Harari impressively describes how over the centuries mankind has created rules for living together based on stories that we believe in.

In times of digital disruption, we see how such stories frequently dissipate. But that also has something good about it. People close ranks again, talk to each other more and recall old values and traditions. That is why I still believe in the importance of trade. The analyses of the last PSI have shown how much business at the trade show can be pushed if the distributor adequately advises and communicates with his expertise.

We are therefore also expanding our services for distributors. This is noticeable in the expanded commercial department of the PSI as well as in other sourcing services. The most important thing to us is direct contact with you. A recent example: A new generation of the Product Finder, which was developed together with a large distributor test group, has just been launched. The results are impressive. We firmly believe that the best results are achieved by working together!

Best regards,



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





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Please give some thought to the product themes of the July 2018 issue with the theme groups "Christmas, gift sets, finishing" as well as "Dining and enjoying" and send your product presentations (image and text) not later than 16 May 2018 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de

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Editor-in-chief: Manfred Schlösser

Deputy Chief Editor: Ursula Geppert

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

Duty Editor: Martin Höchemer

Head of Publishing: Anja Heidbüchel

Advertising Sales Manager: Lars Kessler

Key Accounts

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

Cross Media Sales

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

Sales Manager: Karsten Böhme,
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Junior Sales Manager: Julian Coronato,
julian.coronato@reedexpo.de
Marina Eickhaus,
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Regional Contacts

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

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

Spain: GPE S.L.
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Turkey: Istexpo
Ismail Sezen,
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UK: Reed Exhibitions ISG UK
Daniel Cordock,
daniel.cordock@reedexpo.co.uk

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Industry Barometer EUROPE

Excerpt from
PSI Industry Barometer 1/2018

1/2018



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PSI Industry Barometer February 2018

Editor: Michael Freter
Management: Hans-Joachim Erbel, Michael Freter, André Weijde
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Foreword

About PSI

The PSI (Promotional Product Service Institute) has been serving the European promotional products industry and its market participants as a service provider and networking platform for more than 50 years. Its services support the daily work of more than 6,000 market participants such as manufacturers, importers, finishers, distributors and agencies. Key services include personalised consultation and product research as well as marketing, professional training, industry contacts and online product search solutions. These services enable our member companies to generate new business and grow their profits long-term.

PSI Show

The PSI show in Düsseldorf is the number one meeting point of Europe's promotional article industry. Around 18,000 agencies and distributors from more than 80 countries meet around 1,000 producers and importers from more than 35 nations. Timed in January, the beginning of a new business year, this most comprehensive platform provides 50 real product-premiers plus -innovations, trends, new business contacts, networking and education in three days. All you need to get a valuable insight into the market, create value for your customers and generate business.

PSI Industry Barometer

Promotional products are in demand, and the market operates at a high level, according to the findings of what's already the sixth edition of the PSI Industry Barometer. PSI members achieved average sales growth of 5.2 per cent in 2017 over the prior year. Forecasts for 2018 call for a similar jump.

With the Europe-wide PSI Industry Barometer, the PSI has designed its very own market research tool, a survey on the current state and trends of the industry aimed at delivering regularly updated market data and industry information.

More than 700 PSI members participated in the current market study.

In addition to recurring themes revolving around sales, turnover forecasts and sustainability, the latest analysis also considered order volume and potential by industry and product segment. For entrepreneurs to be able to make correct decisions they must know the situation on the market, including information about which industries are most attractive and which product segments are most profitable for promotional products.

Sustainability is a topic that continues to gain in significance. Both distributors and, in particular, manufacturers take their social responsibility seriously and increasingly move towards sustainable quality. As companies get larger, the share of companies with certifications goes up. Above all, medium-sized companies starting at about 25 employees lead the way. They view sustainability certifications as a necessity and a competitive advantage.

For the first time, the industry report included questions about the statutory changes brought on by the new General Data Protection Regulation (GDPR), which goes into effect in May 2018. Companies are faced with several significant changes compared to the existing legal situation.

Hence it is paramount to wrestle with the issue and ramp up preparations. PSI members still have a lot of catching up to do, especially in smaller companies.



Membership structure

Headquarters of the **740** companies participating in the Industry Barometer 1/2018

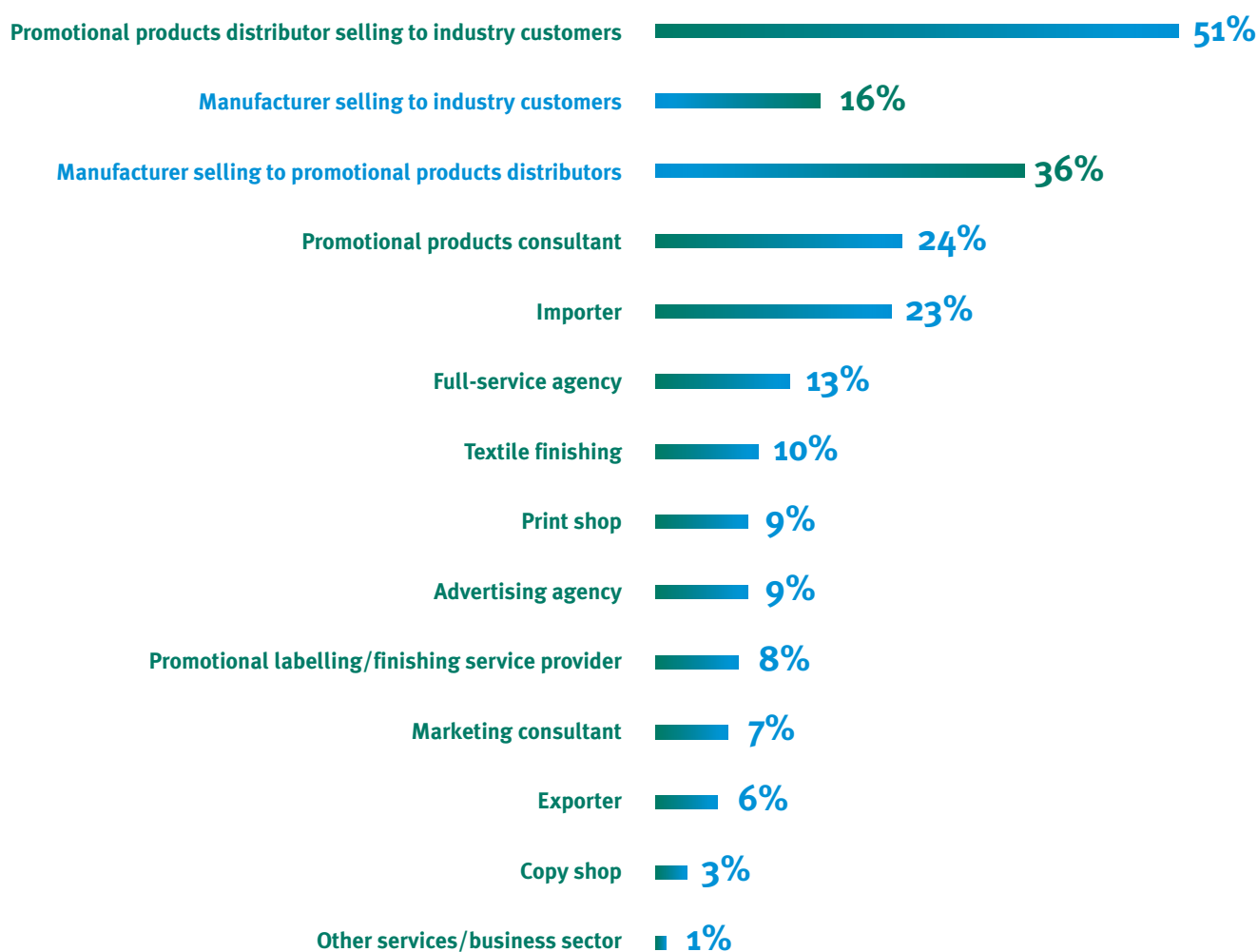
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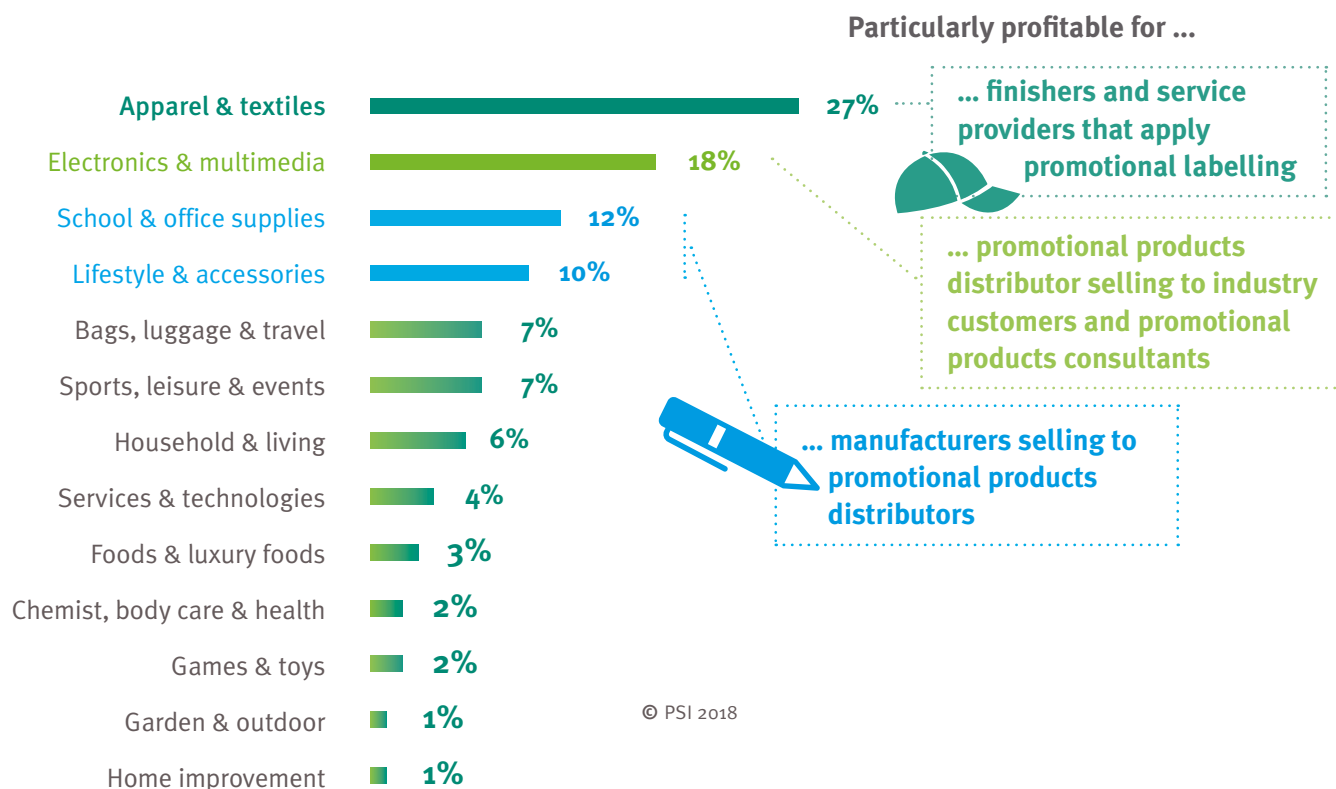
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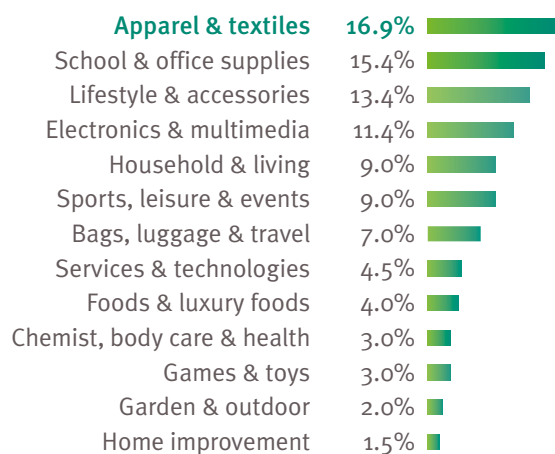
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Which product segment was the most profitable in 2017?

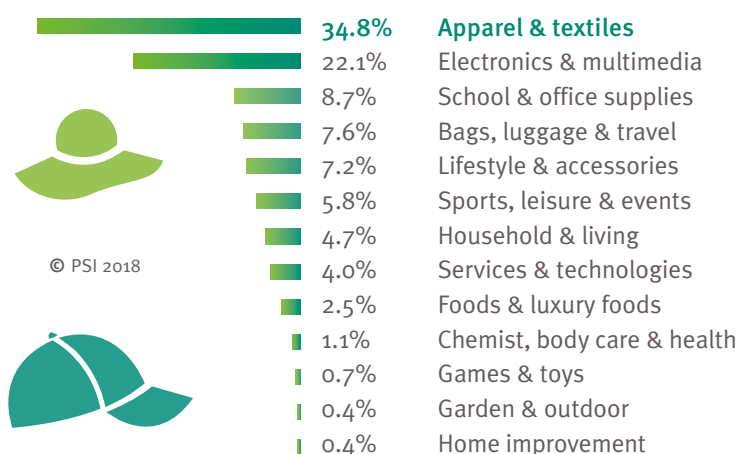


The most profitable product segment in 2017 from the point of view of the surveyed companies

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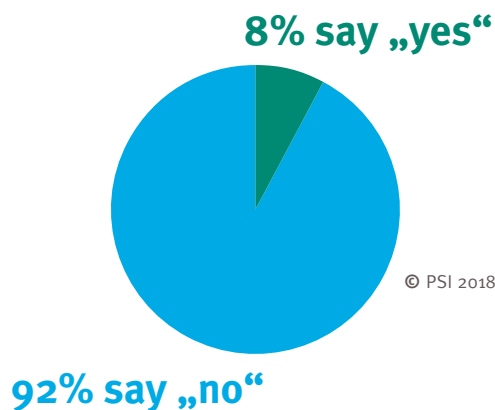


Distributors

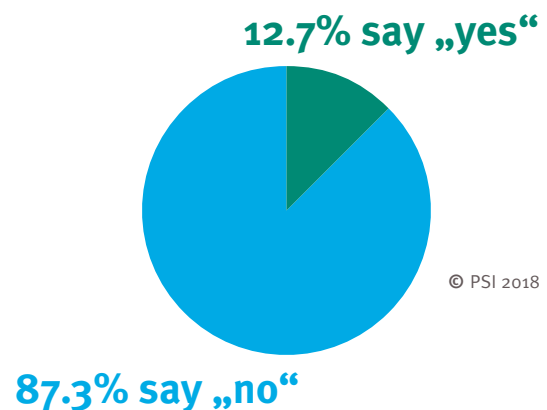


The most profitable product segment in 2017 – Were there any changes here?

Suppliers



Distributors



The surveyed participants noticed:

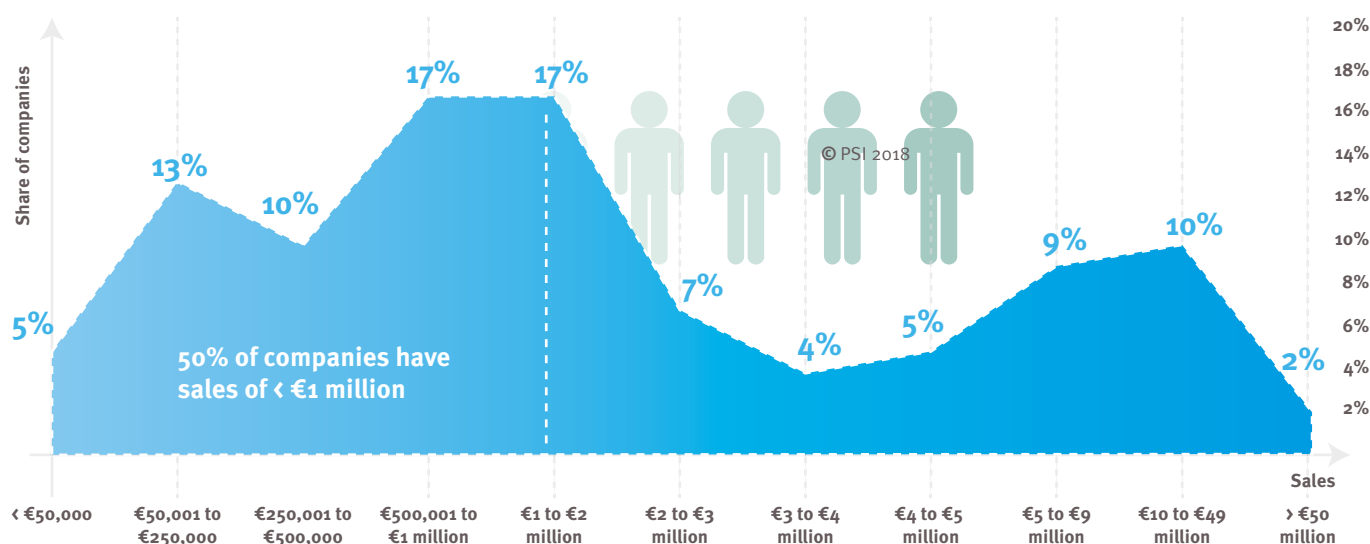
- € In-house developments in high-quality personalised **print production**.
- € Organic fashion and **eco-friendly** textile screen printing is demanded **more and more frequently**.
- € Quality awareness is steadily increasing.
- € Service is a theme that's gaining in **importance**.
- € There's a **trend** towards **high-value products**.
- € Our customers need **more-innovative** and **more-creative** products than they used to.
- € The focus is on **European** production.
- € It **seems** that companies had a **higher budget** for promotional products in **2017**.

The surveyed participants noticed:

- € Our customers **increasingly** request products that are **helpful** and have **a long service life**.
- € More and more **mugs** and **porcelain cups** are requested, since the **trend** is moving away from plastic cups.
- € There's a much greater selection of **finishing methods** that can be offered to the customer.
- € **New products** are being launched **throughout the year**.
- € It's notable that considerably **more electronic products** are being requested.



Sales amount in relation to the number of employees



SUMMARY

The surveyed member companies generated average sales of **€6.4 million** in 2017

Average sales of €8.4 million; manufacturers selling to promotional products distributors.

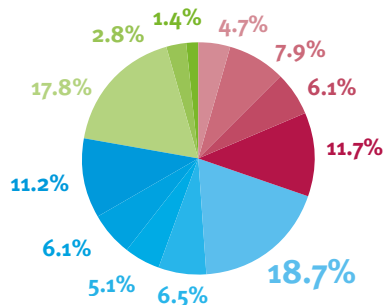
Average sales of €4.3 million; promotional products distributors.

The average import volume was €12.4 million.

The average volume of exported goods was €5.8 million.

Amount of promotional products sales in Europe in 2017

Suppliers



< €50,000

€50,000 to €250,000

€250,000 to €500,000

€500,000 to €1 million

€1 to €2 million

€2 to €3 million

€3 to €4 million

€4 to €5 million

€5 to €10 million

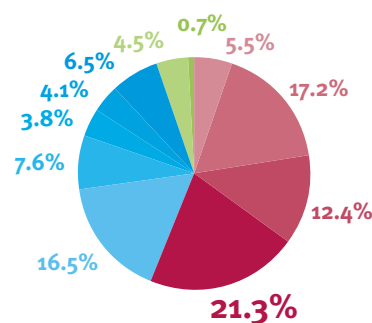
€10 to €49 million

€49 to €99 million

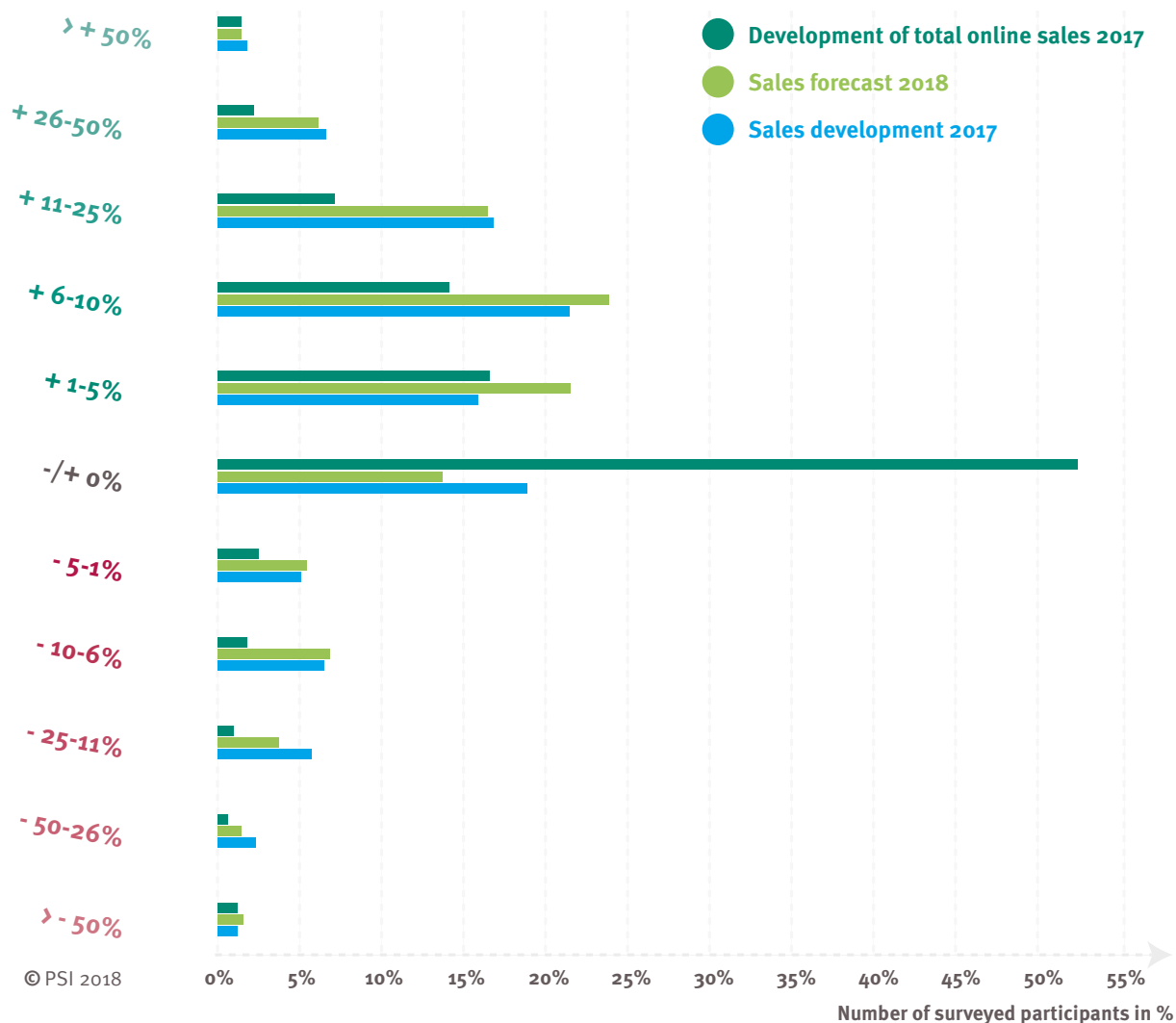
> €100 million

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Distributors



Sales development – Online sales – Sales forecast 2018



The market for promotional products sales continues to develop in a positive direction!

Online sales development: Average of 3.4%.

Of those, promotional labelling service providers, finishers (+7.2%) and manufacturers selling to promotional products distributors (+5.2%).

Forecast for 2018: Average of 5.3%.

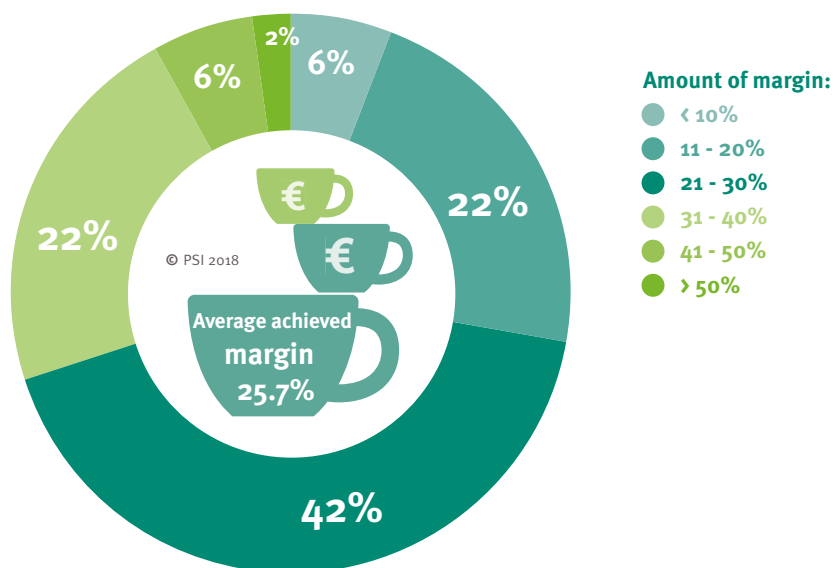
Textile finishers and manufacturers selling to industry customers expect growth of 7.6% and 7.0%.

Sales growth 2017: Average of 5.2%.

Above-average growth in 2017 for advertising agencies (+8.7%), importers (+7.7%) and manufacturers selling to industry customers (+6.0%).



How high would you say was your margin in 2017?



SUMMARY Manufacturers and distributors are right at the average!

Exporters have an average margin of 29.8%.

Promotional labelling service providers and finishers figured an average margin of 28.6%.

How satisfied are you with the average 2017 margin?

The share of manufacturers for industry customers is significantly large with 61%.

One out of two PSI members are satisfied with the margin they've achieved!

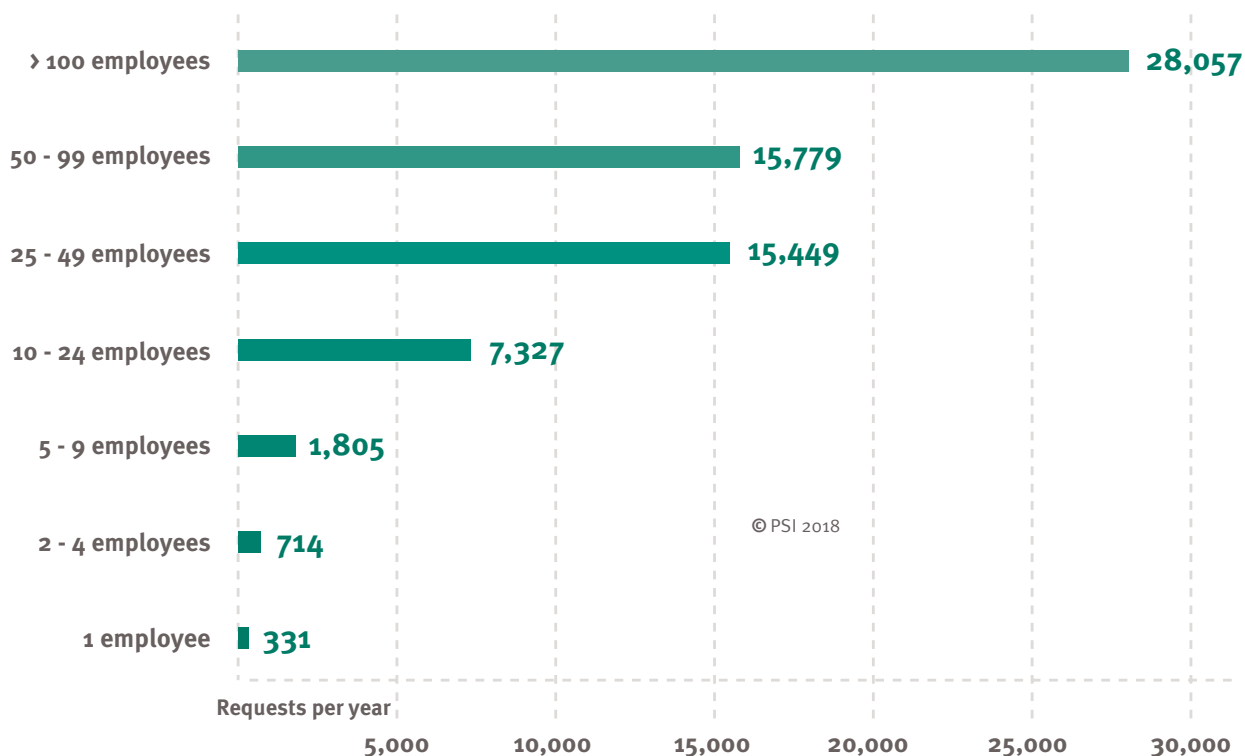


No, because ...

- ... Customer is pushing prices down (76%)
- ... Too much competition (69%)
- ... Overhead expenses too high (30%)
- ... Value chain too long (18%)

How many requests do you handle per year? According to size classes

(with and without repeat business)



Suppliers
€1,760 - €1,925
on average



**The average value of an order is
€2,100 per delivery**



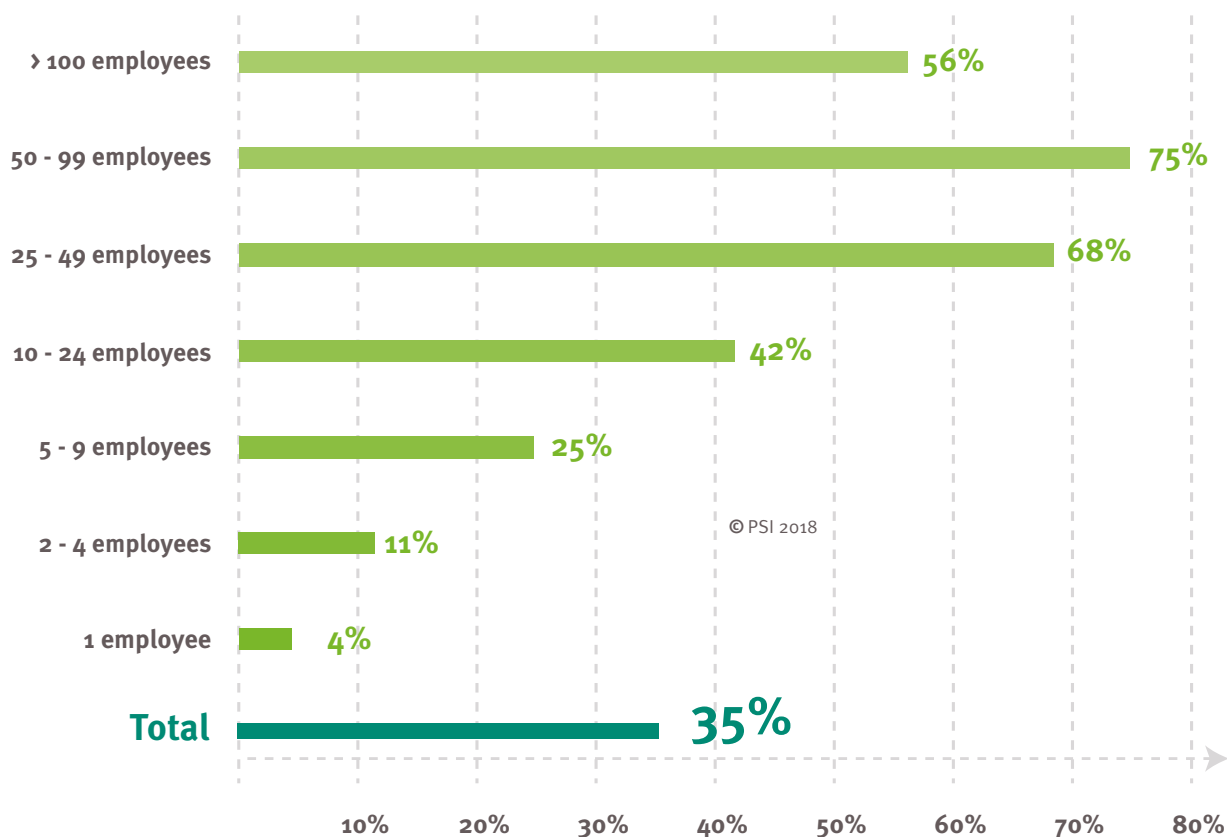
**Distributors €2,040 on
average**



**Exporters €4,670 on
average**



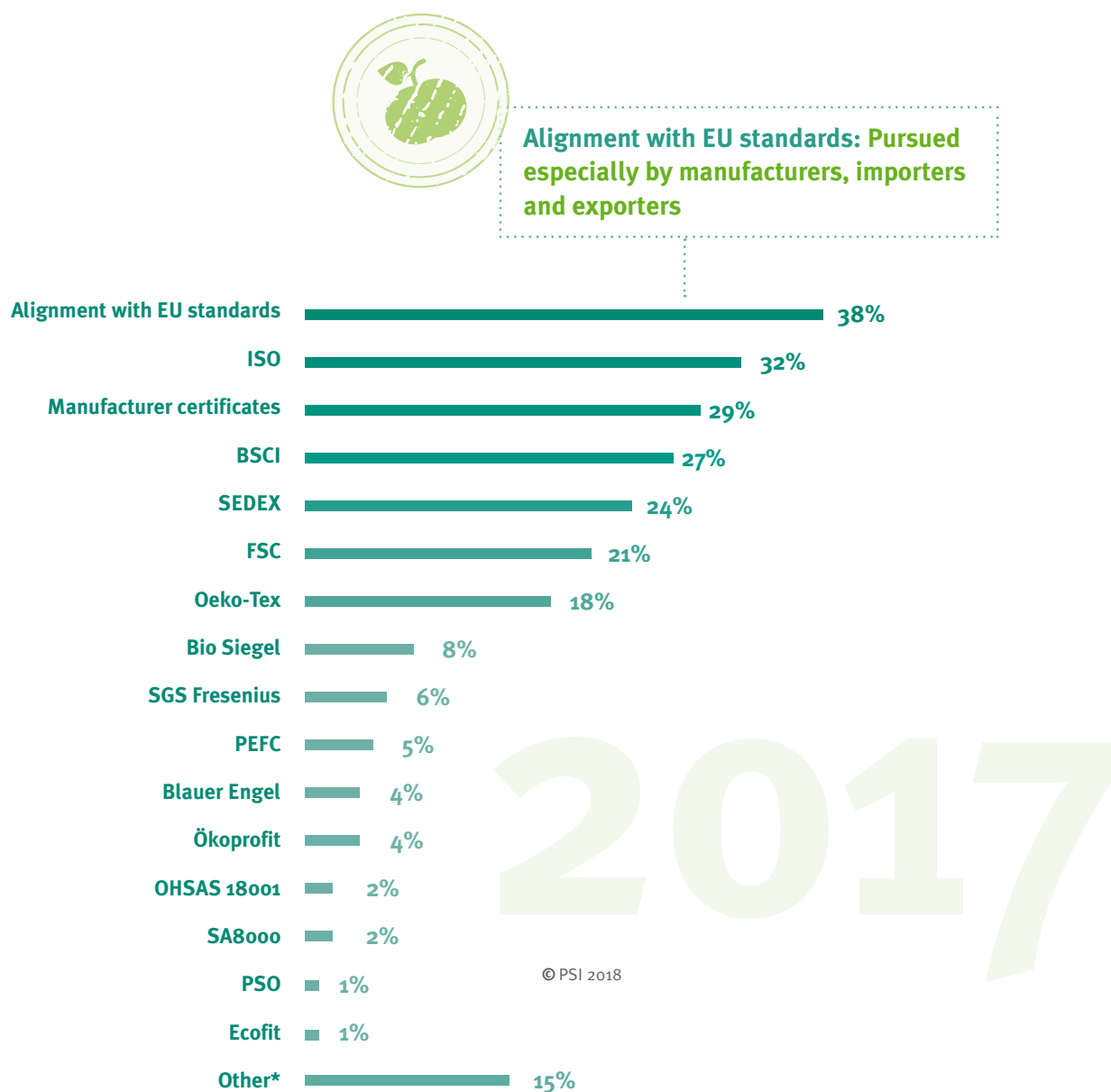
Did you take any steps to become certified or obtain proof of sustainability for your area of activity in 2017?



Sustainability is increasingly gaining in significance!

More than other types of businesses, suppliers take their social responsibility seriously and removing towards sustainable quality.

Which activities of certification did you take last year?

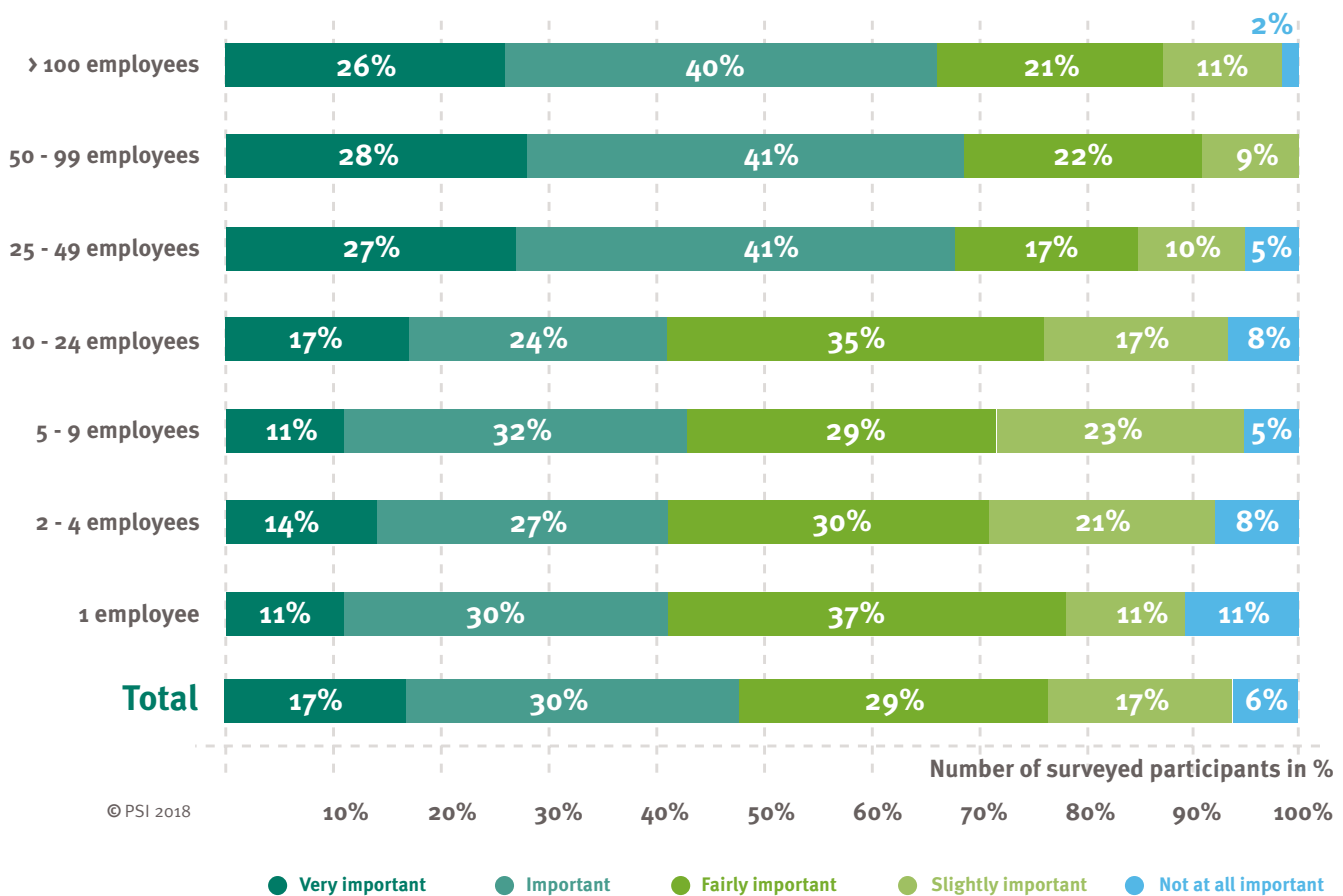


*Other top certificates mentioned

- Achilles
- RISQ
- Ecovadis
- WBE
- GOTS
- BEE
- EMAS
- ROHS
- UTZ
- Social Charta
- BRC
- IFS
- HACCP
- AIM

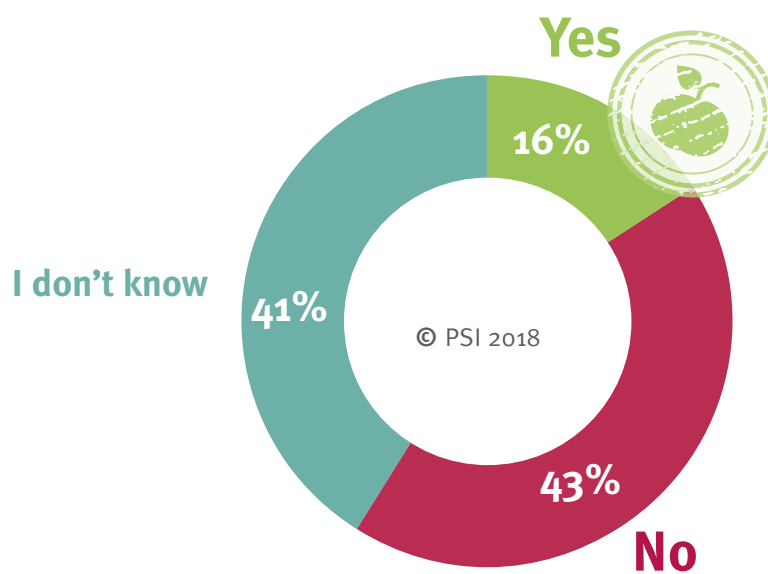


How important are certifications and proofs of sustainability to you?



Every second company requires certification or evidence of sustainability. The bigger the company, the more important!

Do your customers decide to do business with you because of your assortment of sustainable products?

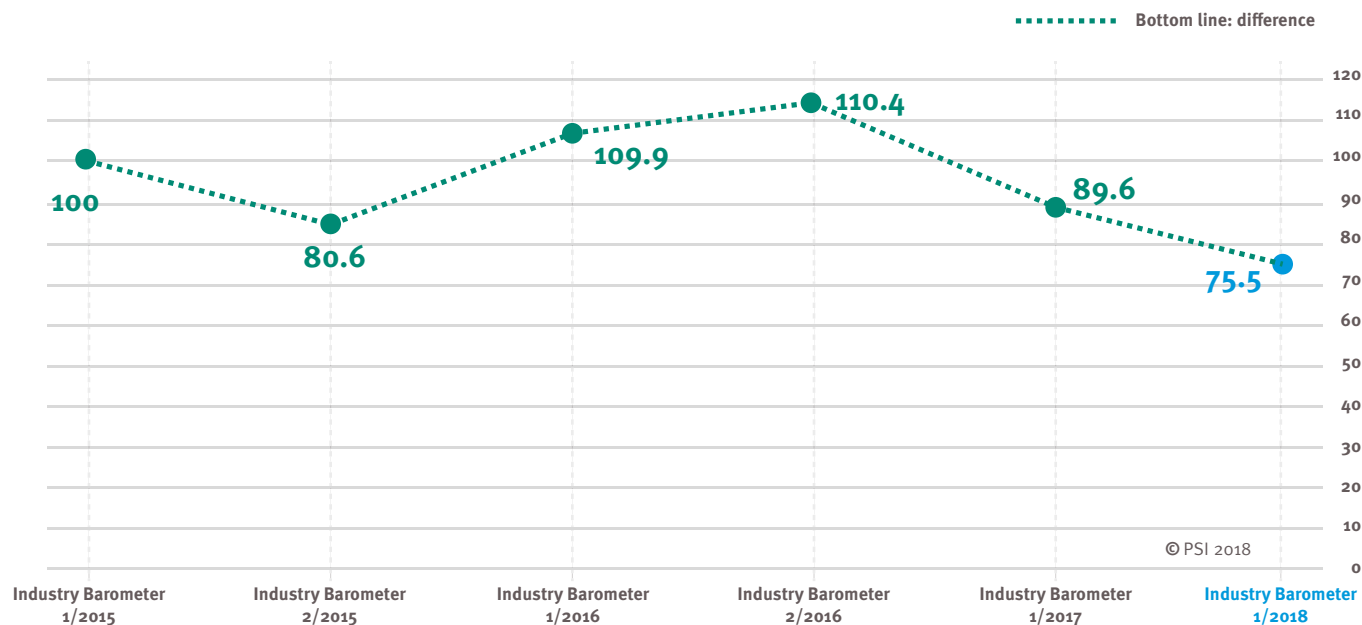


Only 16% believe that product decisions are made on the basis of sustainability.
The majority of companies do not consider sustainability a driver.



PSI Economic Trend Index

PSI Economic Trend Index



SUMMARY

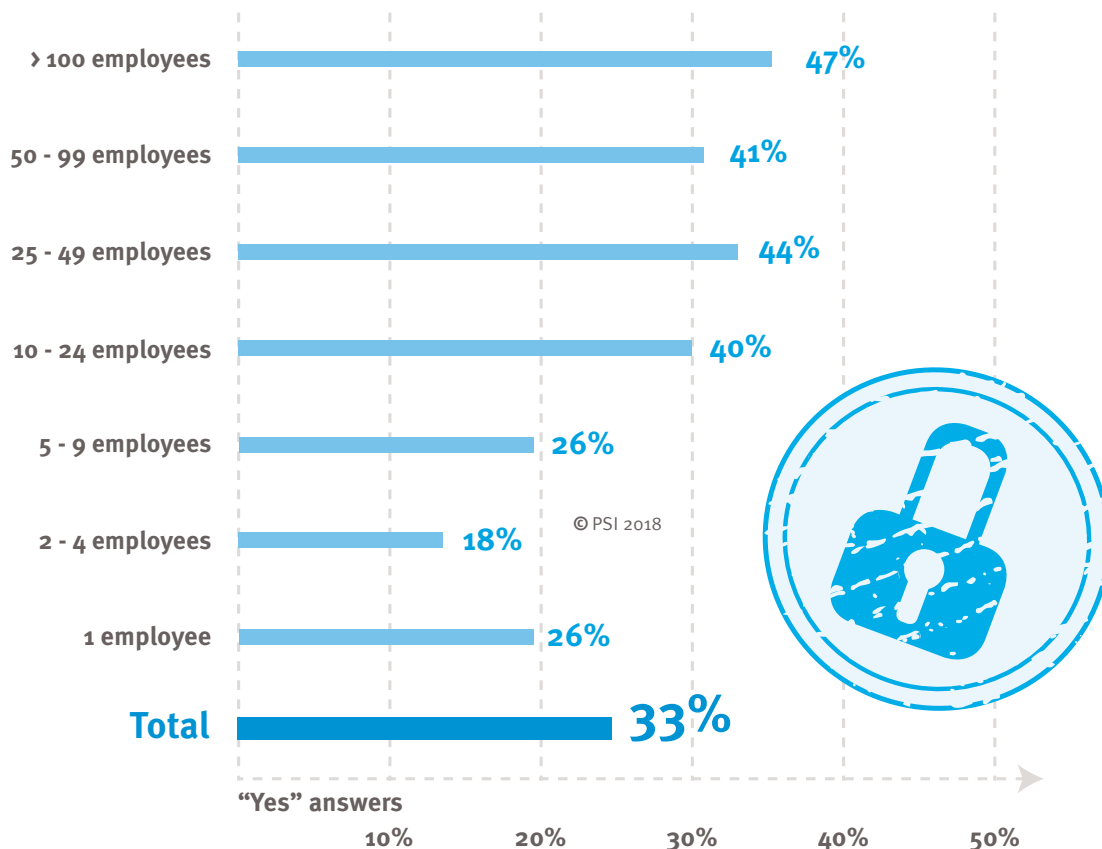
The PSI Economic Trend Index fell to 75.5% in 2017.

In other words, in a direct comparison economic growth in 2017 wasn't as strong as before.

Nevertheless, the index maintained a very high level at just under 14 percentage points below the prior year.

Industry trends

Data protection laws will change in May 2018 (GDPR). Are you prepared for that?



**Too many companies still have not addressed the GDPR.
Smaller companies in particular have a lot of urgent catching up to do!**

Published so far:



Please don't hesitate to send us your questions or suggestions. All prior issues of the Industry Barometer are available for download at:
www.psi-network.de/industrybarometer.

Contact: institute@psi-network.de



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