

# PS1 EUROPE

**PSI Journal**

International Magazine  
For Promotional  
Products

June 2018

Volume 57



## **Heiner Freimann**

Freimann & Gerlach Werbung  
Successful premiere  
of the Nord trade show

## **SPS is now a part of the PF Concept**

Home of the  
British Collection

## **terminic**

Timeless business  
with time

## **Rituals**

A sense  
of well-being

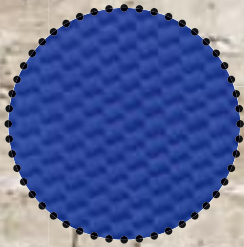


# The EU »Blue Guide«

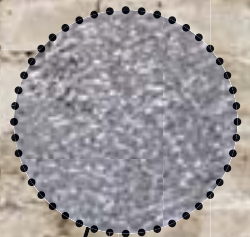
# Helpful guidance on EU regulations

# Tragetaschen & Sportbeutel

**schon ab 0,59 €\***



Das schicke Wave-Design verleiht den Taschen Bolsa und Hipster einen besonderen Look.



Mit innenliegender Aluminiumfolie zur Isolierung.

Art.: 09290  
Tragetasche  
„Bolsa“  
Hochformat



Art.: 09291  
Tragetasche  
„Bolsa“  
Querformat



Art.: 09355  
Sportbeutel  
„Cool“



Art.: 09448  
Sportbeutel  
„Hipster“



**www.elasto.de**

\*Der angegebene Preis ist ein Industriepreis ab der höchsten Staffelmengen, ohne Druck und zzgl. 19% MwSt.



**Sedex**



PROMOTION FOR LIFE





## Editorial

# Lemonade

**A**n American proverb rightly states: “When life gives you lemons, make lemonade out of them.” Another advises, “When life gives you lemons, order salt and tequila.” In other words, when the going gets really tough, make the most of it. As an optimistic entrepreneur, these and similar words of wisdom come to mind. Think, for example, of the new GDPR\* (General Data Protection Regulation), which is not that new anymore. So let’s make the most of it. But how? There is great uncertainty and that is exactly what certain lawyers and consultants want to exploit. At least this suspicion arises when we see the horror scenarios and possible punishment threats we are currently being bombarded with on the web and by mail.

“Lemonade” is created if we do not allow ourselves to go crazy and if we take a positive view of the GDPR. Admittedly, we are all forced to adapt our websites and our data bases to the new rules. However, this will not only benefit lots of outdated websites in the industry, but also lots of data collected over decades. In our industry, every company, whether small or large, is affected by the requirements of the GDPR. This is worth mentioning because I have already heard: “We are unaffected because we are too small. These changes only apply to the Googles and Amazons of this world.” Far from it, because under the law we are all equal.

But even in the case of the GDPR, nothing is as bad as it looks. Data protectionists are very much aware of the problems of the small and many medium-sized businesses. It has therefore been clearly indicated that their task will first of all be to provide advice rather than monitor and punish infringements. In any case, you should make your company less vulnerable to external scrutiny. This ranges from the transparency of storing cookies on your website to the imprint and the GDPR-compliant privacy policy. This is the first and foremost step to be protected from warnings.

And very important for the image of the industry: One should seize the opportunity to finally eliminate the term “promotional gift” everywhere. We’re not a gift shop. We serve the advertising industry with a highly effective advertising tool. And when we scour our data records and seek approval for our Terms of Use, we will be more effective in terms of customer acquisition. Everything is much better after a renovation. Everyone must tackle the next steps for their company. So let’s make lemonade from lemons or order salt and tequila – depending on your taste. But let’s do something!

On this note

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

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

\* In Germany, the German Promotional Product Association (GWW) has prepared for members a guideline as well as sample contracts. [www.gww.de](http://www.gww.de)

# DS8

unique details,  
infinite variety.



**Prodir GmbH**  
Hotline: 06762 - 4069-0

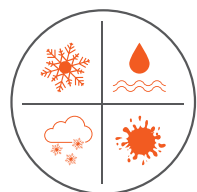
Prodir is a trademark  
of Pagani Pens SA

—  
[prodir.com](http://prodir.com)  
[open.prodir.com](http://open.prodir.com)

**Personality pens.**  
Swiss made.

**prodir®**

THE PERFECT GIFT!

MULTIFUNCTIONAL  
ICE SCRAPER

ALL SEASON



TELESCOPIC STICK

ORDER  
YOURS  
NOWPERSONALISATION  
POSSIBLE WITH  
DOMING STICKER

sales@lifehammerproducts.com

**LIFEHAMMER®**  
WE PROTECT LIFE

www.lifehammerproducts.com

**TRENDS & BRANDS**

4

**FOCUS**Helpful guidance on EU regulations:  
The EU Blue Guide

8

**PRODUCT GUIDE**

Brands and design products

12

**INDUSTRY**

Companies, Events, Markets

28

"Werbeartikelmesse Nord": Successful premiere

34

**PRODUCT GUIDE**

Wellness and health

38

**COMPANY**

SPS now part of PF Concept:

Home of British Collection

56

Rituals: A sense of well-being

58

terminic: Timeless business with time

60

**BUSINESS**

Intertek: Pollutant and load testing of umbrellas

64

**PRODUCT GUIDE**

Innovative Products

66

**MY PSI**

76

**OPINION**

82

**PREVIEW – IMPRINT**

84





## The EU Blue Guide: Helpful guidance on EU regulations

8

We all know how difficult it is to understand laws and EU regulations. Instead of struggling with the interpretation of the texts, we should consult the EU Blue Guide. This reliable guide makes EU product regulations transparent and helps companies market their products in the EU single market.

## SPS now part of PF Concept: Home of the British Collection

56

British Manufacturer, SPS, is delighted to be part of the PF Concept Family, following its acquisition in December 2017 by PF Concept International BV. SPS has been successful over the past few years as manufacturer of original, promotionally effective plastic products, initially for the promotional product industry in Great Britain and Ireland, now increasingly for the rest of Europe.



## terminic: Timeless business with time

60

More than 80 years now lie between the first Bremen "shipping calendar" and a globally successful promotional calendar range. The history of the calendar manufacturer terminic includes numerous interesting facets. Reason enough to take a comprehensive look at this company.

## Intertek: Pollutant and load testing of umbrellas

64

The umbrella has become a fashionable and practical accessory that is available in numerous models and designs. Ideal conditions to make a huge splash as a promotional product. PSI cooperation partner Intertek has provided information on where risks lurk and how umbrellas can become safer.



## Frische Ideen in Plüsch!

Wählen Sie Ihre Favoriten aus  
mehr als 500 SEMO-Plüschtieren!

NEU!

Die neue  
Soft-Kids-  
Collection  
von SEMO



Sonderanfertigungen  
für Promotion,  
Maskottchen,  
ect. – nach Ihren  
Wünschen.

Promotion!



**TRIGON Deutschland GmbH**

Kränkelsweg 28 · D - 41748 Viersen  
Tel. 0 21 62 - 53 00 8-0 · Fax 0 21 62 - 53 00 8-20  
E-mail: info@semo.de · [www.semo.de](http://www.semo.de)

# Trend or market niche?



Organic cotton is trendy. This is proven by sales in the fashion industry: Sales in conventional fashion are falling by about two per cent each year, while annual growth in sustainable clothing is growing by five per cent, says Hohenstein Institute, accredited testing laboratory and research institute, on its website [hohenstein.de](http://hohenstein.de). Increasing global sales of organic textiles (fourfold growth in the last ten years) has also been recognised by Kräuter-garten Magazin. In the article "Bio-Baumwolle als Trend der Zukunft" (Organic cotton as a trend of the future), it states that although the production of organic cotton has "grown to an impressive 178,000 tons per year", it still holds a market share of less than one per cent compared to 23 million tonnes of conventional cotton each year. Products made from organic cotton or cotton, treated without pesticides and chemical fertilizers, are also offered by the promotional product industry.



**"Insieme" organic cotton blanket**

Craft Production Trading GmbH  
[www.craftproduction.com](http://www.craftproduction.com)  
 PSI 47664



**Pencil case of organic cotton**

Eco Promo  
 Everything Environmental Ltd  
[www.eco-promo.eu](http://www.eco-promo.eu)  
 PSI 47503

Environmentally  
 friendly and  
 creative



**InLine recycled mouse pad**  
 INTOS ELECTRONIC AG  
[www.intos.de](http://www.intos.de)  
 PSI 49734

## Innovation in cotton

Lena Kölsch dared to take an innovative approach to cotton. For her master's thesis, she has been exploring cotton as a technical fibre. The haptic result of her work: A computer keyboard made of cotton. Or more precisely: Housing and keyboard made of cotton combined with polylactide – and thus biodegradable. The electronics corresponds to a conventional computer keyboard. ([www.weser-kurier.de](http://www.weser-kurier.de), "Bremerin erfindet Tastatur aus Baumwolle", 20.3.18)





JAMES &  
NICHOLSON

ORGANIC COTTON!

# ORGANIC IS THE FASHION

Perfectly styled in organic cotton. The product line stands for sustainability and creates a completely new awareness of life. Durable, environmentally friendly - stylish!



Made with 100%  
Organically Grown Cotton  
Certified by CU853836

daiber

Hotline: +49 7432/7016-800  
[www.daiber.de](http://www.daiber.de)





**Fresh sip in vintage crystal look**

Giving Europe B. V.  
www.givingeurope.com  
PSI 45737

## With abundance in a stylish shell

Alcohol-free refreshments are timeless thirst quenchers that can be spiced up with eye-catching trappings – as shown by our small but by no means exhaustive selection from the promotional product industry.



**Skilfully shaken thanks to cocktail shaker**

Krüger & Gregoriades  
Im- + Export GmbH  
www.kg-hamburg.de  
PSI 47203

## More than five o'clock tea

If you want to be trendy in the summer of 2018, drink Earl Grey Martini or flavour your gin and tonic with matching teas. The magazine "Miomente" offers this tip on its website [www.miomente.de](http://www.miomente.de). The enjoyment experts recommend on top as an upgrade for the drink: rely on the natural taste of organic teas.



**TWIZZ with a difference and without a lid**

NEOLID SAS  
www.neolid.com  
PSI 49937

## Sparkling idea



*By the way: The promotional product industry has more refreshing and exciting ideas in store.*

**Triangular "Flock" matchbox**

KM Zündholz International  
www.kmmatch.com  
PSI 41614





# DreamPen®

Producer of ballpens

Clip  
4you



[www.dreampen.com](http://www.dreampen.com)

We all know how difficult it is to understand laws and EU regulations. Instead of struggling with the interpretation of the texts, we should consult the EU Blue Guide. This reliable guide makes EU product regulations transparent and helps companies market their products in the EU single market.

Focus



The Blue Guide makes EU regulations much easier to understand and to implement.

**Useful reference guide: The EU Blue Guide**

# Helpful guidance on **EU regulations**



The first edition of the Blue Guide was published in 2000 and has been regularly updated ever since, with the latest edition available in all EEA languages. The current version is barely two years old. However, the guide, which competently navigates through the jungle of EU regulations, is not as well-known as it should be. It explains the EU regulations on EU product safety and market surveillance law and helps companies to legally sell their products in terms of quality management. We have summarised the topics covered in the guide and highlighted several important aspects.

### All relevant topics are recorded

The Blue Guide is a collection of explanations on all relevant topics such as the product safety directive, intended use, foreseeable misuse, documentation, CE marking, conformity assessment and market surveillance. It also deals in great detail with the various obligations of manufacturers, importers and distributors within the framework of EU regulations. The aim is to facilitate the uniform and systematic implementation of EU regulations in the Community. As we are dealing with a partly complex supply chain in the promotional product industry, the paragraph "The operators in the supply chain and their obligations" is particularly interesting for the industry. This is where the economic operators named in the harmonisation legislation of the Union, namely the manufacturers, authorised representatives, importers and distributors, are clearly defined with their respective tasks. Here is an overview of the most important statements on obligations and responsibilities of the operators along the supply chain.

### Manufacturer is responsible for conformity assessment

A manufacturer is any natural or legal person who manufactures a product or has a product manufactured and markets that product under his own name or brand. The manufacturer is responsible for the conformity assessment of his product and must meet certain requirements, for example in relation to traceability. If a manufacturer places a product on the market within the Union, he must always meet the same requirements, regardless of where in the world he is established.

### Authorised representative only has administrative duties

Irrespective of whether or not the manufacturer is established in the EU, he may appoint a representative in the Union who fulfils, on his behalf, certain obligations arising from Union legislation. Transfer of the manufacturer's obligations to the authorised representative must always be carried out with a written order. In particular, the nature and extent of the obligations and the limits of the powers of the authorised representative must be specified. Only administrative duties may be transferred. Neither the assurance that the manufacturing process guarantees the conformity of the products nor the compilation of technical documentation may be transferred. An authorised representative may not modify the product himself in order to comply with Union legislation.

### Importer also has responsibilities

An importer is defined as a natural or legal person who places a product from a third country on the EU market. His registered office is located within the Union. Under Union legislation, the importer assumes important and clearly defined tasks, many of which are based on those of a manufacturer established in the EU. The importer must ensure that the manufacturer has duly fulfilled his obligations. Thus, he is not a mere reseller of products, but plays a very important role in ensuring the conformity of imported products.



### Extensive duties of the importer

Before placing a product on the market, the importer must ensure that the manufacturer has carried out the appropriate conformity assessment procedure. If he has doubts about the conformity of the product, he must not place it on the market. However, if the product has already been placed on the market, he must take corrective action. In addition, the importer must ensure that the manufacturer has compiled the technical documentation and affixed the relevant conformity marking (e.g. CE marking) and fulfilled his traceability obligations. He must also verify that the manufacturer has provided the product with instructions for use and safety information in a language easily understood by consumers and end-users and determined by the Member State concerned. These obligations are intended to ensure that importers are aware of >>

their responsibility to place only compliant products on the market.

### Key role of the distributor in market surveillance

A distributor is any natural or legal person in the supply chain who makes a product available on the market, with the exception of the manufacturer or importer. Distributors play a key role in market surveillance. In addition to manufacturers and importers, distributors form the third



**A distributor must have know-how. That is the only way for him to evaluate if a product is compliant or probably not.**

category of economic operators who are subject to specific obligations. Unlike an authorised representative, a distributor must have a special relationship with the manufacturer. A distributor purchases products for further distribution either from a manufacturer, importer or other distributor.

### Due diligence of the distributor

The distributor must exercise reasonable care with respect to the applicable provisions. Among other things, he should know which products must bear the CE mark, which documents (e.g. EU Declaration of Conformity) must accompany a product, which linguistic labelling requirements, instructions for use or other accompanying documents exist, and which circumstances clearly indicate the non-conformity of a product. He has a duty to prove to the national supervisory authority that he has acted with reasonable care. What does that mean exactly? He must be satisfied that the manufacturer, his authorised representative or the person who provided him with the product has taken the necessary measures underlying the obligations of distributors.



### Distributor must support supervisory authority

The distributor's obligations relate to the legislation applicable at the time the product was put on the market by the manufacturer or importer. The market surveillance authorities may request technical documentation directly from the distributor. However, he is not expected to be in possession of such documentation. Nevertheless, the distributor must be able to identify the manufacturer, his authorised representative, the importer or the person who provided him with the product. He therefore needs to know where the product comes from and to advise the supervisory authority if requested. He thus helps the supervisory authority to obtain the EU Declaration of Conformity and the necessary parts of the technical documentation.

Lutz Gathmann · Designer VDID · VDSI Safety engineer

Telephone: +49 211 452919 · E-mail: [info@lutz-gathmann.de](mailto:info@lutz-gathmann.de) · [www.gathmann-design.de](http://www.gathmann-design.de) · [www.produkt sicherheit.org](http://www.produkt sicherheit.org)





More than just a reseller: The importer has to ensure that the manufacturer has met his obligations.

### Distributor may not supply non-compliant products

The distributor may not supply any products that he knows or should have assumed, on the basis of information in his possession and as a professional, not to be in compliance with the legislation. He must formally check this before he makes a product available on the market. If he has reasonable grounds to believe that a product does not comply with the legislation, he must ensure that the manufacturer or the importer takes the corrective action to establish the conformity of the product and inform the competent national authorities. He must contact the importer or manufacturer in order to dispel any doubts as to the conformity of the product. In addition, to prevent or mitigate hazards, he must cooperate with the manufacturer or importer, as well as with the competent national authorities, even after a product has been made available.



Even fulfilment service providers are a link in the supply chain. Their duties depend on their business model and their breadth of services.

### Fulfilment service providers are part of the supply chain

Online commerce has created a new business model in which the fulfilment service provider plays a central role: Products offered by online distributors are typically stored at fulfilment providers in the EU in order to ensure rapid delivery to consumers in the EU. These companies provide services to other economic players. They store products and carry out the packaging and shipping after receiving an order. Some of them also offer to process returns. There are a wide range of business scenarios for the performance of fulfilment services. Some fulfilment providers offer all these services, others only a part of them. The activities of fulfilment service providers described above go beyond the activities of mere parcel service providers performing services related to the handling, sorting, transport and delivery of parcels.

The complexity of the business models makes fulfilment service providers a link in the supply chain. They are thus involved in the delivery of a product and placing it on the market. Fulfilment service providers that provide services beyond those of parcel services can be considered as distributors and must assume the appropriate legal obligations. Given the variety of fulfilment service providers and the breadth of their services, some of them may also be referred to as importers or authorised representatives – with their respective duties and obligations. <



The term design is derived from the Latin “designare” and has found its way into many languages through English. If the **strength of a brand** is added to aspects such as the **pleasing design** of an object, it will have a strong and long-lasting impact as a promotional product.





PSI 46311 • Troika Germany GmbH  
Tel +49 2662 9511-0  
info@troika.de • www.troika.org  
<https://www.psiproductfinder.de/mmrhyw>

## En Garde!

With the elegant En Garde letter opener from Troika, letters can be opened effortlessly. The glossy opener, designed in gunmetal grey, is made of zinc alloy and feels good in the hand. This is an eye-catcher you do not hide, but rather present as an attractive table object. A design gift not only for Christmas.



PSI 46261 • reeko design — a division of Carstensen • Tel +49 4106 7995070  
info@reeko.com • www.reeko.com  
<https://www.psiproductfinder.de/ymnmmg>

## Welcome time out

Reeko Design sells a selected assortment of Philippi items exclusively for the German promotional product market, including the magnetic Lala Denkpause hourglass which does exactly what its name promises: on the inside of the magnetic hourglass it is possible to pass the time for a moment and at the same time on the outside to make thoughts stand still. The magnet piles up the fine ferrite powder in the silver base to form new structures. The 16-centimetre high hourglass can be personalised by laser engraving and arrives at the customer in a high-quality gift box.



CHOCOLISSIMO

**SICHERN SIE SICH  
BIS ZUM 30.6.**  
AUF ALLE  
ADVENTSKALENDER

**3%**

FRÜHBUCHER-  
RABATT!



**3734** Adventskalender Premium



**3694** Adventskalender Merry Christmas

AB 300 STÜCK  
KÖNNEN DIE  
ADVENTSKALENDER  
MIT IHREN  
INDIVIDUELLEN  
2D-SONDERFORMEN  
GEFÜLLT WERDEN!



**3931** Adventskalender White Snow

**MM Brown Deutschland GmbH**

Eschborner Landstr. 55  
60489 Frankfurt a/M  
Tel: +49 (0)69 254 271 27  
E-Mail: [verkauf@chocolissimo.de](mailto:verkauf@chocolissimo.de)  
[www.chocolissimo.de](http://www.chocolissimo.de)



PSI 44970 • Trigon Deutschland GmbH  
Tel +49 2162 530080  
info@semo.de • www.semo.de  
<https://www.psiproductfinder.de/ndc1mt>

## On a cuddly course

For more than 35 years, the Semo brand has successfully presented itself in the cuddly toy segment with a standard range of more than 500 cuddly and lifelike family members. Creative product development with high quality standards and fair working conditions ensure a likeable appearance in souvenir shops and at promotions. New to the range is the Semo Soft Kids Collection, which captures the hearts of the young and old with high-quality authentic design and very soft plush. Whether it be a tiger, lynx or husky, the animals of the super-soft series can stand and sit. Together with the Semo design team, advertising companies have the opportunity to develop their own individual plush toy, mascot or company logo which will be very popular as a cuddly advertising ambassador.

## Cool sound

A stylish Bluetooth loudspeaker from Cool with a radio in a textile design and a soft touch surface is available at Krüger & Gregoriades. Not only does this loudspeaker boast an appealing design and high-quality workmanship, but also a very good sound quality with low and stable level tones, and it is suitable for many MP3/MP4 players, smartphones, tablets and notebooks. Equipped with a three-watt loudspeaker and a 600 mAH lithium battery, VHF/FM radio with station search and Bluetooth function, the battery life is sufficient for two to four hours. The packaged unit includes a micro USB cable including an aux cable, 3.5-millimetre jack-plug audio cable, USB charging cable, and USB 5V power.



PSI 47203 • Krüger & Gregoriades Im- & Export GmbH • Tel +49 40 731021-80  
info@kg-hamburg.de • www.kg-hamburg.de  
<https://www.psiproductfinder.de/nzuzmd>



PSI 42938 • Reidinger GmbH  
Tel +49 9732 91050  
info@reidinger.de • www.reidinger.de  
<https://www.psiproductfinder.de/mdm5zm>

## Brilliant writing style

Edel combines Reidinger pencils with genuine Swarovski® crystals – making the pencil a unique writing instrument that is particularly appealing to ladies. In addition to crystals, other jewellery items such as crowns, glamour balls or coloured metal caps turn the pencil into an exclusive design product. The various jewellery attachments ensure perfect accentuation on black or untreated pencils which can be painted to match any corporate design. The individually desired model can be designed in the configurator to achieve an individual jewellery creation. Items and prices are displayed in real time. The distributor request button can be used to obtain an individual offer.



# MACHT LAUNE

Der neue Tischkalender Desktop Color bringt Farbe auf den Schreibtisch.

**Metall-Aufsteller in 7 Farben:**  
anthrazit, blau, grün, orange,  
rot, weiß, schwarz

Desktop 3 Color hellgrau

## DESKTOP COLOR

Tisch-Monatskalender mit farbenfrohem Metall-Aufsteller und magnetisch haftendem Kalenderblock. Qualität „Made in Germany“ mit einem Werbeaufdruck als Siebdruck, Siebdruck-Digital oder Gravur.  
[www.geiger-notes.ag](http://www.geiger-notes.ag)

geiger  notes



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

## Shining example

Inspirion's Fresh Light fan light is a real eye-catcher on any desk. In summery temperatures, the fan provides sufficient cooling and can be switched on and off via a separate touch sensor at the touch of a finger. The lamp features 16 white LEDs that provide optimal illumination. Thanks to the flexible light arm, the light angle can be individually adapted to the user and his needs. In addition, the lamp is infinitely dimmable through long touch. Equipped with a USB port, the battery pack boasts a powerful 1200 mAh battery. The matching USB cable can be easily connected to the computer and has a length of about 100 centimetres.

## New year-round catalogue

The new catalogue Werbung mit Genuss (Advertising with Delight) from CD-LUX inspires with exclusive novelties. Individual premium chocolate, promotional fruit gum, new ideas on health and fitness and fresh summer products as well as an exclusive express service are waiting to be discovered. The experts in sweet promotional products are convinced that in this rapidly changing world, one thing will endure above all else: interpersonal, positive emotions.



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



PSI 47555 • Vim Solution GmbH  
Tel +49 7661 909490  
info@vim-solution.com  
www.trader.vim-solution.com  
<https://www.psiproductfinder.de/ymi4og>

## Rock-hard power

With the Q-Pack Major, Vim Solution introduces the first concrete power bank. It was designed, cast and finished in Germany. Each item is unique as it is handmade. The power bank provides plenty of reserve power when on the go with 2,600 mAh. This item features a finishing surface of 80 x 20 mm which can be customised by DE digital printing. The power bank is supplied with a USB charging cable and a high-quality metal box with an adapted foam inlay.





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

## Beauty and the bits

The Zyklop Mini 1 ratchet from Wera is a special gift. It is not only intricate, but also incredibly robust and has a matte chrome-plated surface which, at the same time, ensures special corrosion protection with high wear resistance. During development, the highest demands were placed on ergonomics and product design. It is mainly used when it is simply too tight for screwdrivers. In addition to the Zyklop Mini ratchet, the Bit Check 10 Zyklop Mini 1 set includes nine bits with common screw profiles for screwing by machine or with the bit ratchet, and is available with a customer logo from 100 units.



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

## Sweet brand classic

Available at Kalfany Süße Werbung, the Aromablisters, filled with either Kinder Chocolate or strawberry Yogurette from Ferrero, turns every advertising message into the perfect advertising medium. There is plenty of space for individual corporate advertising on the surrounding paper promotional folding card and the entire reverse side. If you love Ferrero Raffaello, then the mini promo cube with five sides of advertising space is just right for you. The small branded chocolate specialties always provide the desired advertising effect.

# Lanybook®

EINZIGARTIG  
 IN AUSSTATTUNG,  
 QUALITÄT UND  
 DESIGN.



Das Lanybook ist einzigartig in Ausstattung, Qualität und Design. Kein anderes Notizbuch bietet diese Art der Werbemöglichkeiten. Die Kombination aus Lanyband und dem patentierten Lanybutton machen es spannend und atemberaubend zugleich.

## Lediberggroup

IVORY COLLECTION  Lanybook® Castelli digital solution

Lediberg GmbH | [www.lediberg.de](http://www.lediberg.de) | [info@lediberg.de](mailto:info@lediberg.de)



## Great climate

The MiPow Vaso, available in black and white from Klaus Stephan GmbH, is an innovative 4-in-1 combination of a humidifier, freshener and unique relaxation device. The ultrasonic atomiser integrated in the modern vase design automatically generates a micro-fine mist that spreads throughout the house and ensures an optimal indoor climate. The aroma diffuser distributes the desired scent through the addition of essential oils. Five different white noise sounds also provide relaxation during yoga and bathing as well as while reading or working. With its subtle design, it blends unobtrusively with furnishings and can be filled with plants, flowers or decoration on request. Vaso can be personalised using pad printing or a laser process.

PSI 49319 • Klaus Stephan GmbH  
Tel +49 911 1203301-19  
info@stephan-gmbh.de  
www.stephan-gmbh.de  
<https://www.psiproductfinder.de/ngi5nw>



PSI 45193 • ID-Sneakers  
Tel +34 696 500199  
hola@idsneakers.com • www.idsneakers.com  
<https://www.psiproductfinder.de/yt4zd>

## Stylish sneakers

ID-Sneakers produces high-quality, customised sneakers and sports shoes with a logo, colours and materials in the customer's corporate identity. With extensive experience in the footwear industry, ID-Sneakers are a brand ambassador in the design and manufacture of customised footwear. By the company's own account, nearly every kind of shoe can be produced according to the individual requirements of customers in a large variety of industries, promptly and with a wide range of high-quality materials. The footwear is designed and manufactured in Barcelona. Customisation options include embroidery, leather cut-out application as well as digital and transfer printing.





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

## Design meets functionality

Whether it be butter, margarine, jam or nut nougat cream, with the specially shaped knives of the Merano series from elasto, rolls, bread and sandwiches can be spread in no time for a perfect breakfast. The key feature is the wide and ergonomically shaped handle which is predestined for a large advertising space, enabling the knives to be placed directly on the table without staining the tablecloth with jam or the like. Merano is available in three different materials. Depending on your preference and budget, it is available in melamine, polyamide or stainless steel. A customised motif is placed on the handle using pad printing. Laser engraving is recommended for the stainless-steel version.

- ADVERT -

# elegant

Stylish performance guaranteed

A high-grade umbrella can do so much more than protect you from the rain: It represents your company and leaves a lasting impression with elegant details. A brand ambassador you are only too pleased to take with you!

Visit us at [www.fare.de/en](http://www.fare.de/en)



PSI 49756 • Living Bytes GmbH  
Tel +49 4055 6203-22  
info@die-markenvertretung.de  
www.die-markenvertretung.de  
<https://www.psiproductfinder.de/mzrmj>

## Classier barbecuing

Whether it be on a gas, coal or electric grill, at home on the balcony, on the terrace, at a picnic in the park or at events and festivals, meat and fish as well as vegetables or other delicacies can be found on the grill. Weber-Food sauces and spices available at Living Bytes should not be missing. With Weber gift sets consisting of perfectly matched spice blends and sophisticated sauce creations, it is easy to enthuse customers in all industries. The gift box for real barbecue fans is a secret weapon for barbecue professionals: 150-millilitre BBQ gourmet cream and chili gourmet cream as well as 240-millilitre bourbon smoked steak sauce and a Burger BBQ Spice grinder ensure perfect grilling enjoyment.

## Rain can come

Fifty Five presents Marla and Percy, fashionably cut rain jackets for women and men made of transparent fabric. The new highlights in the product range of the promotional product specialist are breathable. With a water column of 15,000 millimetres per 24 hours, they can also withstand pouring rain. Features such as underarm ventilation, adjustable cuffs as well as a hood that can be stowed away in the collar complete the successful appearance. The women's jackets are available in sizes from 36 to 52, the men's models from S to 6XL in black, orange and lime. For people on the go, they can be stowed in the 15 by 8 cm large packing bag that is included.



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





## Giving credit when due

The crystal glass trophies from Aetzkunst Trophies Germany can be customised in many ways by means of laser engraving, sandblasting or UV digital printing according to the customer's wishes. Also available are variations with embedded glitter elements in gold, silver and bronze as well as products made of acrylic glass and combinations of crystal glass with finely ground, shape-milled, solid aluminium. This combination gives awards a special exclusivity. Furthermore, customised water-jet cut individual trophies made of aluminium about ten millimetres thick are also available. A particularly interesting and affordable option to produce high-quality metal trophies individually on customer request.

# JETZT ABER MAL DIE LAUSCHER AUFRICHTEN!

Ab sofort gibts wieder farbenfrohe Frühlings-Neulinge in der aktuellen PCollection 2018 zu entdecken. Also loshoppeln und gleich den Katalog bestellen. Oder im Internet unter [www.pcollection.de](http://www.pcollection.de)



P.COLLECTION

F. Pecher GmbH | Fabrik für Schreibgeräte  
info@pcollection.de | [www.pcollection.de](http://www.pcollection.de)  
Fon: ++49 52 22/94 20 0 | Fax: ++49 52 22/94 20 22

## Cordless feast for the ears

Cordless enjoyment is guaranteed by the attractively designed Addex Design stereo headphones for the promotional product trade from Sofrie. The ECB200 model is finished in matt aluminium with a titanium finish. The ECB100 features a rubberised surface. Both models are easy to handle and have a freehand function, an integrated HD Micro and a charging station. Further information is available on request.



PSI 43917 • Sofrie SAS  
Tel +33 14 3112222  
philippe.adda@sofrie.com • www.addex.com  
<https://www.psiproductfinder.de/zty3yz>



PSI 43064 • Heka Werbemittel GmbH  
Tel +49 7139 484812  
he@heka-werbeartikel.de  
www.heka-werbeartikel.de  
<https://www.psiproductfinder.de/zjhjnd>

## Powerful sound and waterproof

The GO 2, available from Heka Werbemittel, authorised distributor of the brands JBL/harman kardon and AKG, is a Bluetooth speaker that streams music wirelessly in JBL quality for up to five hours. With its new IPX7-certified, waterproof design, it offers music lovers the opportunity to take the loudspeakers to the pool or beach. The built-in speakerphone with noise reduction ensures phone calls with crystal clear sound. A selection of twelve modern colours takes the style factor of the GO 2 to a new level.

## Tidiness with a guardian angel

Anyone who values a certain tidiness inside a car will be pleased to receive the Philippi parking permit holder and Angelo guardian angel made of stainless steel. The eye-catcher from InterPro Brands ensures that parking tickets are firmly fixed and cannot accidentally slip. Delivery to the recipient includes adhesive tapes for attaching it to the dashboard, and a gift box. Advertising can be applied by laser engraving.



PSI 44501 • InterPro Brands GmbH  
& Co. KG • Tel +49 421 33060000  
info@interprobrands.de  
www.interprobrands.com  
<https://www.psiproductfinder.de/nmfmyz>

Philippi





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

## Sweet dreams

Magna Sweets refines delicious Lindt chocolate products and turns them into sweet advertising ideas. Lindor balls in a pop-up slipcase are available in the two motifs 'balloon' or 'speech bubble'. The individual design of the mini-chocolates available in two different forms of packaging ensures they become an advertising messenger. Two Lindor balls in whole milk or fine bitter are packed in an individual promotional ballotin or can be individually packed in a cardboard box in the shape of a heart or square.



PSI 42772 • Xindao B.V.  
Tel +31 70 3199900  
deutschland@xindao.nl • www.xindaom.com  
<https://www.psiproductfinder.de/mwuxmj>

## Air technology

Air, the practical A5 notebook cover from XD Design that is exclusive to Xindao, enables batteries of smartphones of the youngest Android generation to be wirelessly recharged. The attractive notebook cover with a removable notebook featuring 128 lined pages with a paper grammage of 80 grammes per square metre, has a 4,000 mAh power bank. Just push the button to pop up the USB ports. In addition, the versatile cover can be used as a phone stand. The input is 5.0V/1.0A., the output 5.0V/2.1A. The strength of the wireless output is 5W.

## SAVE THE BEES

### Bees folded-card

... aus dem Scherzwald  
**ef**  
emotion  
factory



### Bees seed-paper



### Flower-balls the seed bombs for urban and guerilla gardening



More new products, please ask for our "Summer Greetings"



PSI 40823 • Klio-Eterna Schreibgeräte  
GmbH & Co. KG • Tel +49 7834 973152  
klio@klio.com • www.klio.com  
<https://www.psiproductfinder.de/odaxyj>

## Innovative multi-talent

Beautiful and expressive – this perfectly describes the multi-talented “Turnus” from Klio-Eterna. At first glance, the elegant lines and simple design make the classic ballpoint pen model look a bit unimpressive, but the Turnus convinces with its inner values. The high-quality plastic shaft incorporates an in-house Silktech quality refill which provides a smooth, flowing stroke, and the removable cap accommodates USB memory from 4GB to 32GB in 2.0 or 16GB to 32GB in 3.0 storage technology.

## Design object for drinks

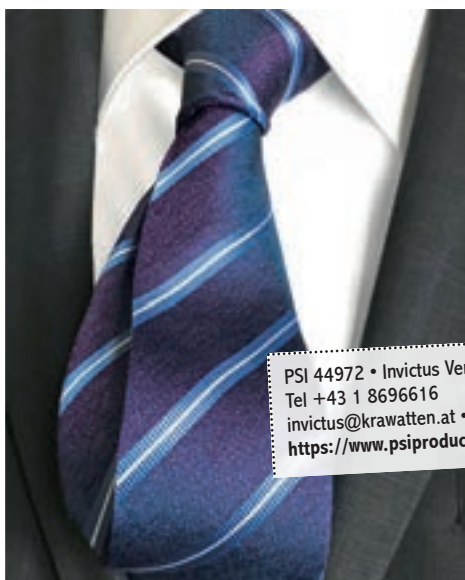
The two-piece BODA mug sets from the PF Concept brand Seasons are made of double-walled glass, keeping hot drinks warm for a long time and refreshing drinks pleasantly cold. The stylish, transparent drinking glasses highlight coffee creations and cocktails in a particularly attractive manner. The sets are available in three versions: The smallest version is suitable for espresso, the coffee and drinking glasses are available in 200 and 300 ml. All glasses are heat-resistant and dishwasher-safe.



PSI 40972 • PF Concept International B.V.  
Tel +49 2822 9600  
contact-DACH@pfconcept.com  
www.pfconcept.com  
<https://www.psiproductfinder.de/njmymj>

## Colour of the year

Ultra violet is the colour of the year 2018 and for Invictus the absolute trend colour for ties, shawls and scarves. The trend colour chosen by experts of the PANTONE Colour Institute stands for originality and visionary ideas. Accessories in ultra violet blend perfectly with the dress code of any business apparel. All Invictus products can be personalised with a logo. Representative packaging solutions are available for use as advertising material.



PSI 44972 • Invictus Vertriebs-GmbH  
Tel +43 1 8696616  
invictus@krawatten.at • www.krawatten.at  
<https://www.psiproductfinder.de/zjawnd>





Die Handschrift der Werbung



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

## Delicious recipes

The Cheese Feet recipe pad from emotion factory Heri Rigoni spreads a positive advertising message that definitely goes through your stomach and remains in your memory. Following the trend of almost all social media channels towards simple yet creative baking and cooking recipes, five delicious recipes for puff pastry, cheese, ham and the like are combined in a pad with a high-quality baking dish in the shape of a foot. Space for an individual advertising message is provided on the front page of the recipe pad. Also available: the Black Forest Tapas 2 cookbook voted best book of the year at the national Gourmand Cookbook Award. When paired with stainless steel moulds and recipes for Black Forest delicacies, a creative promotional product is created.



SKY transparent M  
0-0125 TM



Mit **UMA** Sky in den bunten  
Schreibgeräte-Frühling.

Fordern Sie kostenlose Muster an unter  
s.bachlmayr@uma-pen.com - Code SKYmai2018



## Open to BOP

BOP is the special guest at every event: the bottle opener from Asia Pins Direct combines optics, haptics and play instinct. The product can be designed completely individually or – if time is of the essence – also with standard designs. The cast bottle opener with a movable attachment, combined with soft enamel, synthetic enamel or partial print, is an eye-catching advertising medium.

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

## Exclusive partnership

Through an exclusive distribution partnership, Römer Lifestyle has been selling certain selected best-sellers of the German ceramic manufacturer ASA Selection for the promotional product market since August 2017. Among the high-quality products, which are particularly suitable for rewards, anniversaries or special gift occasions, is also the popular Memo series – Made in Germany. This includes an elegant porcelain mug (250ml) which provides plenty of space for personal messages. The roughened black surface is ideal for inscribing with the supplied chalk, then simply wash it off with the sponge and rewrite it.



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



PSI 40865 • A.W. Faber-Castell Vertrieb GmbH • Tel +49 911 99655324  
werbeartikel@faber-castell.de  
www.faber-castell.com  
<https://www.psiproductfinder.de/njnhzg>

## An eye-catcher on the table

The new metallic version of the n'ice pen from Faber-Castell has become a real eye-catcher, promises the manufacturer. With its elegance, this surface appeals to a new target group. The n'ice pen with its extraordinary design not only guarantees a high level of visual attention, but at the same time feels very good in the hand and, with its smooth-running XB refill, creates a special writing experience. The advertising message on the large-format clip comes into its own and the high-quality case supports the impression from the very first moment.

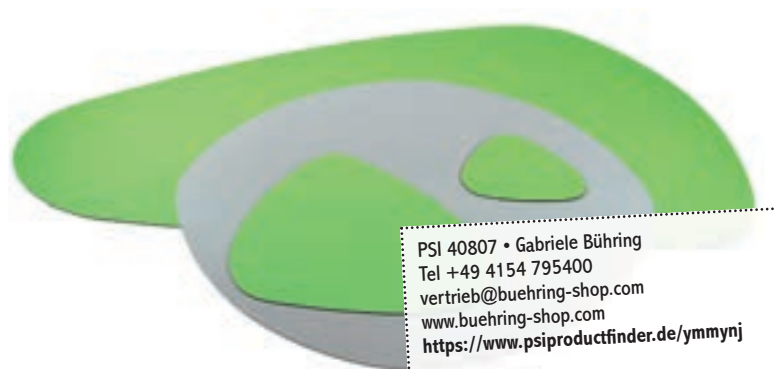




PSI 43540 • Intraco Trading bv  
Tel +31 75 6475420  
info@intraco.nl • www.intraco.nl  
<https://www.psiproductfinder.de/mdyxog>

## Full party power

What more could one wish for a perfect party? Intraco's Kooduu combines a wireless loudspeaker, a Synergy LED lamp and a cooling unit into one device. The item plays music via Bluetooth from the smartphone, provides ambient lighting and keeps drinks cool. The uses for this great eye-catcher are endless. In addition to logo engraving in the band, the item can also be provided with a logo on a badge.



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

## Recycled leather in the office

With the new "Ufo" design office accessories, Bühring offers a new range of recycled leather in the colours light green or grey. The leather fibrous material consists of leather odds and ends that are bound with natural rubber and has passed the tests specified by the currently valid REACH regulations and more. There are tools in modern, rounded shapes for small saucers for glasses or mugs, mouse pads or small number mats, placemats or large number mats and desk pads. Individual designs are available on request.

# EUROSTYLE

Leather & more. Since 1899.



## RFID-SAFETY

SICHERHEIT  
AUF GANZER LINIE!  
HIGH-TECH SCHUTZ  
FÜR PERSÖNLICHE DATEN!

### EUROSTYLE

Dieselstr. 5 • 95448 Bayreuth

GERNE BERATEN WIR SIE:  
0921 / 78952-0

MEHR STYLES UNTER:  
[www.eurostyle.eu/stylebook](http://www.eurostyle.eu/stylebook)

## Trade Show: Enthusiasm all round

GF Werbemittel GmbH recently hosted the Würzburg Promotional Product Trade Show for the fourth time. On 19 April, over 200 visitors from some 125 companies came to the Vogel Convention Centre in the Lower Franconian Residenz city to discover promotional products, ideas and new developments. 33 exhibitors presented their diverse products on almost 850 square metres. According to Jonathan Stahl, second managing director of GF Werbemittel GmbH, "the biggest Würzburg promotional product trade show enthused both exhibitors and visitors." And GF Werbemittel itself was more than satisfied with the number and quality of inquiries. [www.gf-werbeartikel.de](http://www.gf-werbeartikel.de)



33 exhibitors presented their diverse products.

## Support strengthened

At CDH, Computer Division Heinemann GmbH, customer focus and service come first. New and stricter guidelines on data protection (BDSG and DSGVO) must be continually observed. Since 1 March 2018, Andreas Thiel has strengthened the company's support and sales team to ensure that CDH can offer its customers consistently good service while at the same time adhering to and improving its privacy policy. [www.CDH.info](http://www.CDH.info)



CDH

## Expanded management

SNAP Sportswear GmbH expanded its management at the beginning of this year. In addition to the managing owner Harald Schnorbach, Astrid Nasse has been appointed as second managing director. Astrid Nasse has been with the company for 14 years and has been sales manager for more than 10 years. "I'm delighted that I have gained newfound freedom through the expanded management," said company boss Harald Schnorbach. In the future, Astrid Nasse will be responsible for shaping the fate of the company. [www.snap-sportswear.de](http://www.snap-sportswear.de)



SNAP Sportswear

## New website with detailed overview

The software company Promidata has had a new website since Easter. At [www.promidata.com](http://www.promidata.com) interested parties will now find a detailed overview of all software products. The new website boasts a modern design, a clear structure and a wealth of information and facts about the individual online solutions: Promotional Office, Promotional Webshop, Promotional XML and Promotional Finder. A novelty is the PromoCatalogue – an easy-to-maintain WordPress website filled with promotional products from more than 120 suppliers. The new website is available in seven languages – this underlines the focus on the European promotional product industry. Headquartered in Aachen and Kerkrade, Promidata has been programming and distributing software products specifically for distributors and suppliers in the promotional product industry for more than 10 years.



Promidata



## Sales reinforcement

Peter Geldien

The profipresent.com GmbH/Germany wants to further expand its activities in the area of textiles/workwear and has strengthened its sales team. Since the end of last year, Peter Geldien has been responsible as Sales Manager with a strong focus on "strategic account management". In addition to customer support and acquisition, he supports the management in the strategic development and expansion of holistic sales channels and activities as well as in the further structuring of the workwear segment. Peter Geldien worked for 27 years in various positions and companies of the Berner Group. In addition, he was responsible for the planning and successful implementation of strategic sales goals.

The Managing Partner, Roland Göbel, is therefore certain: "With his many years of sales experience and extensive industry knowledge, Mr. Geldien will provide a decisive impetus to the high-potential workwear/textile segment at profipresent.com." [www.profipresent.com](http://www.profipresent.com)

profipresent.com



## New sales management and expansion of the team

The Bavarian promotional product professional Pins & mehr has been continuously expanding since 1994. The manufacturer and distributor of representational advertisement places particular value on individual customer care and intensive product advice. That is why Pins & mehr has further strengthened its team. From now on, Lina Höfer is in charge of the sales team. The motivated sales manager has been working at Pins & mehr for six years. She works at the interface between sales and management. She is also the face of Pins & mehr at trade shows. The back office has now received additional support from Nina Bosch. She has already gained experience with a well-known promotional product distributor, and customers now have an additional contact person with extensive product knowledge and sound industry knowledge. [www.pinsundmehr.de](http://www.pinsundmehr.de)



Pins & mehr

Sales Manager: Lina Höfer. New addition to the Pins & mehr team: Nina Bosch.

## New technical director

REFLECTS GmbH in Cologne has recently welcomed Sven Kühner as its new Technical Director. Kühner will be responsible for development and innovation in the area of in-house finishing. The new man will support Production Manager Jessica Wohlgemuth in all matters relating to machinery, production process optimisation, digitalisation and maintenance management. "Know-how and zeitgeist are important in all areas of a company. It is our goal to remain technically state-of-the-art and to take further future-oriented steps in the interests of our customers," says Kühner. Sven Kühner boasts over thirteen years of experience in digital printing and advertising technology and has many years of experience in technical service and colour management solutions, especially in UV printing systems.

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

REFLECTS



Managing Director Meinhard Mombauer (left) welcomes Sven Kühner.



Eight members of the Maximex team were congratulated by the management.

## 80 years of experience in importing

The qualities of Maximex Import-Export GmbH are based, among other things, on the great wealth of experience and the high level of commitment of their team. The customers of the promotional product supplier also place their trust in this. An outlying sign of the continuity of these values is the long-term loyalty of the employees to their company. Eight members of the Maximex team were recently congratulated by the management for at least 10 years of service. The ladies were delighted to receive a gift with a certificate which they celebrated together. [www.maximex.de](http://www.maximex.de)



cyber-Wear

## Ford Team expanded

cyber-Wear is reinforcing its previous three-member Ford Team and thereby relying on constantly closer collaboration with Ford of Europe. Christoph Luthe has joined the team as key account manager at the Wipperfurth/Germany location since April 2018. This experienced distributor will be responsible for providing support to the so-called national sales companies and further expanding relations with the individual countries. He is the contact partner for merchandising and promotional products for all European countries and markets. [www.myCybergroup.com](http://www.myCybergroup.com)



FLYERALARM

## New product manager

Customers of FLYERALARM, one of the leading online printing companies in Europe and specialists in marketing and promotion, are highly interested in printable promotional products. The strong demand prompted the company to establish a new business unit called FLYERALARM Give Aways. The new business unit is being developed by Pascal Ritter. In August 2017, as a product manager, the business administration graduate took over the management of FLYERALARM Give Aways. Now he also filled this role for the promotional products of FLYERALARM GmbH. [flyeralarm-giveaways.com](http://flyeralarm-giveaways.com)

## More creative space

IDEENplusMARKEN, a group of nine promotional product consultancy agencies, has a new managing director. Andreas Schülbe, owner of Schülbe Werbemittel GmbH and founding member of IDEENplusMARKEN, will steer the fortunes of the promotional product network alongside Klaus Arntz, Managing Director of Arntz Werbemittel GmbH. He succeeds Britt Renz, who held the post for eight years and remains an active member. In retrospect, the promotional product specialist, who has been the owner of Werbepartner Renz for 32 years, emphasises the crisis times 2009/2010 which the group mastered together. Her special thanks go to Office Manager Caroline Littig. The handing over of the baton in the management also marks the beginning of the 21st anniversary year of the group. Andreas Schülbe believes one of his most important tasks will be to gain new members. "We want to grow, qualitatively and quantitatively. We need to engage, encourage and empower the younger ones. We need more space for a creative exchange of ideas," says the new managing director. [www.ideenplusmarken.de](http://www.ideenplusmarken.de)



Andreas Schülbe (left) and Klaus Arntz thank Britt Renz for her eight years of dedicated service as Managing Director of IDEENplusMARKEN.



## elasto appeals for help for little Bastian

Hospital stays are probably not pleasant for anyone, but when a small 4-year-old boy has already undergone four hour-long operations with hospital stays, everyone would agree that a childhood should turn out differently. Born in Sulzbach-Rosenberg, the hometown of elasto – the specialist for promotional products made of plastic – Bastian has been suffering from a serious heart defect since birth and had to undergo an 8-hour operation for the first time on his ninth day of life. Over the next few months and years, three more major operations followed, but ultimately failed to deliver the desired outcome – a reasonably normal life for Basti.

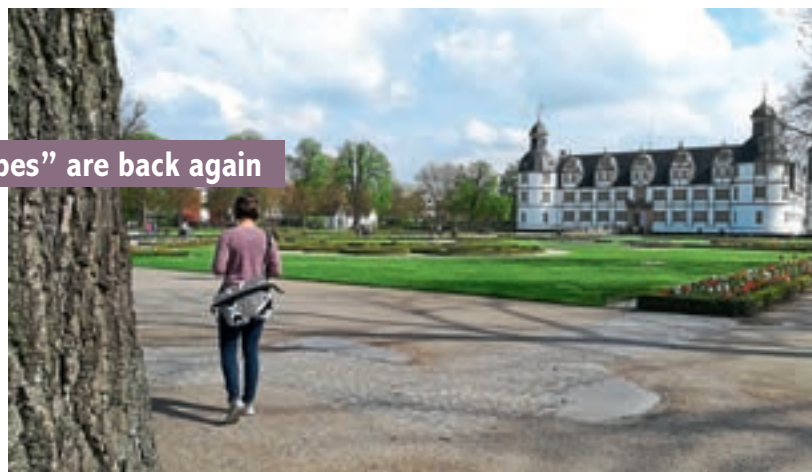
The last resort for the little boy is an operation carried out by a specialist in the USA. But the cost of travel, treatment, hospitalisation, as well as the loss of salary of the parents far exceed their budget. Which costs the health insurance company will cover remain uncertain and so a large donation campaign was launched by Bastian's godfather. elasto would like to contribute as well and is appealing to its customers for help. From now until 14 June 2018, all elasto customers have the opportunity to donate 5 euros in the company's online shop with their purchase. Each donation will automatically land in the shopping cart but can be deselected/deleted if the customer does not wish to make a donation. At the end of the campaign, elasto will double the amount of the donations collected and hopefully enable Bastian to undergo the operation soon. PSI – Reed Exhibitions Germany has already made a donation. The entire story of Bastian can be read at [www.spenden-für-basti.de](http://www.spenden-für-basti.de). "We very much hope that lots of donations are made – not only through our shop – and that Bastian can be operated on soon. We sincerely wish him and his family all the best," says elasto Managing Director Marcus Sperber. [www.elasto.de](http://www.elasto.de)



**Bastian, 4 years**

## Industry specialist tests new shoulder bag

Who rides so late through night and wind? – Who doesn't know the initial question of the Goethe ballad "Der Erlkönig", a ghost emerging from the night and wind and a trail of fog. Car manufacturers, for example, have recently been testing prototypes of their new models as "prototypes" (in German: "Erlkönig") disguised under a foil – and are occasionally "recognised" by passers-by or resourceful journalists. Such nebulous tests are now more and more popular with manufacturers of other products. Last autumn, for example, a well-known promotional bag specialist from a city in the Ostwestfalen-Lippe region (sometimes called a phantom city) tested a rucksack "disguised" as a prototype – and was promptly caught in the act during this campaign. Recently, the same manufacturer launched a new attempt to secretly disguise a prototype – and was caught out again: What was dangling over the shoulder in front of Paderborn Castle adorns the typical camouflage pattern of a prototype model. As the snapshot reveals, the new product is a shoulder bag with a special fastener solution. But why a new product in summer? After all, the bag manufacturer usually presents its innovations at the end of the year. It will be interesting to see what this chance discovery turns out to be.



**The "prototypes" are back again**

**Disguised and yet recognised: The new shoulder bag of a well-known promotional bag specialist.**



**GWW**  
GWW Gesamtverband der  
Werbeartikel-Wirtschaft e.V.

Typical promotional products are advertising, not gifts! This was one of numerous messages communicated at a high-level tax policy event organised by the Institute for Finance and Taxes in Berlin, which according to the German Promotional Product Association (GWW) caused the attendees to sit up and take notice.

## Colloquium in Berlin

# Tax relief for the industry

**A**t an initial meeting of a panel of experts including representatives of the Federal Ministry of Finance, the Federal Finance Court, the industry and the Ministry of Finance of North Rhine-Westphalia, the “serious irregularities” of the income tax treatment of non-cash benefits in business life, including promotional products, was discussed. The discussion focussed on the prohibition of the deduction of business expenses for “business gifts” over 35 euros per year and recipient as well as the flat-rate tax for the recipient of the benefit according to § 37b of the Income Tax Act.

### Prohibition of the deduction criticised

In particular, prohibition of the deduction of business expenses was heavily criticised. One of the panel members from the tax authorities commented succinctly: “I shake my head at the thought of financial abuse at 35 euros! A zero at the end at the very least is missing.” On the part of the tax authorities, it was clearly stated that promotional products should not fall under the prohibition of the deduction of business expenses for “gifts”. However, this is not yet the case with the income tax guidelines; a proce-

cedure is pending at the Federal Fiscal Court. With the flat-rate tax according to § 37b EStG, it became clear that in fact today far more is taxed than would be correct and appropriate. Promotional products typically given to employees cannot be equated to wages and should neither trigger flat-rate wage taxation under § 37b EStG nor social security.

### Political panel discussion

At a concluding political panel discussion attended by members of the federal parliament (Bundestag) and the finance committee Danyal Bayaz (Bündnis 90/Die Grünen), Lothar Binding (SPD), auditor/tax advisor Fritz Güntzler (CDU) and tax advisor Dipl.-Finw. Markus Herbrand (FDP) as well as Thomas Eigenthaler, Federal Chairman of the German Tax Trade Union, and Michael Pleines of Ferrero, the basic concerns were also shared by the political side, notably the current form of the prohibition of the deduction of business expenses for business gifts. There was unanimous agreement on one point: The current legislation should not remain as it is.

### “We have come a long way”

Tax advisor Dr. Janine v. Wolfersdorff, who chaired the discussion, summed it up as follows: “We have come a long way in the discussion of the income tax burdens caused by the taxation of small tokens of appreciation and promotional products. How great the difficulties of using such small benefits are became clear to everyone on 19 March, even the participating members. It is now down to the legislators to address this issue in a tax simplification law!” The GWW, which was also represented in the colloquium and in the discussion through Frank Dangmann, Ronald Eckert and Ralf Samuel, will be supporting a reform of the relevant tax legislation in the coming months in the interest of the industry and keeping its members informed of further developments.



Dr. Janine v. Wolfersdorff (right) chaired the discussion.



# WE CON NECT


| INNOVATION | INSPIRATION | INFORMATION

With new ideas into the future!

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

THE WORLD  
OF ADVERTISING  
AND SELLING

Organised by

 Reed Exhibitions

  
The Leading European  
Trade Show of the  
Promotional Product Industry

  
International Trade Show  
for Promotion,  
Sports and Workwear



**viscom**  
europe's trade fair  
for visual communication

After more than 35 years of steadily growing competence in haptic advertising, the promotional product consultants at Freimann & Gerlach Werbung launched their own customer event under the name of “Werbeartikelmesse Nord” for the first time. The state rooms of the Oldenburg Landtag provided a setting with the ideal atmosphere for this event.

## Freimann & Gerlach Werbung: Promotional article trade show

# Successful premiere



The prestigious ambience of the historic premises gave exhibitors ample space for their presentations and visitors space for a relaxed tour.

**F**ollowing two attempts that failed due to unfavourable circumstances regarding the planning location, this Werbeartikelmesse Nord trade show has now celebrated a successful premiere. The interest and the crowds were accordingly large. The team of the company founded by Heiner Freimann in 1982 under the name of “Freimann Werbung” together with around thirty well-known supplier partners welcomed their guests on 11 April to an impressive eight-hour presentation of new products, suggestions, ideas and tips on a wide variety of applications. Ultimately, the organisers were delighted to host around 200 visitors from about 130 companies. The broad spectrum of the customers and potential new customers

was a result of the promotional product professionals' sphere of activity, which not only covers the Oldenburg metropolitan area, but also the regions of Bremen, Leer, Osnabrück, Minden and Porta Westfalica.

### Visitors perfectly prepared

In view of the adverse parking situation at the venue, the hosts had set up a shuttle service from a park & ride car park, which was kept running for the entire duration. “Around 80 per cent of the visitors made use of the service to get to the trade show,” said a pleased Heiner Freimann. He, along with his two young colleagues in the management, Nils and Finn Gerlach, as well as the

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



team of Freimann & Gerlach Werbung, had created the best organisational conditions for visiting the trade show. A dedicated website was launched for registrations, which perfectly prepared the visitors and provided them with all relevant information, starting from the key facts, and also covering directions to the venue and shuttle service, up to a comprehensive presentation of the exhibitors. The highly professional organisation in the run-up to the event was then reflected in its huge popularity on the part of the guests, which did not die down until just before the trade show ended.

### Special flair

The tour of the diverse stand presentations covered more than 1,000 square metres through the historic rooms and the formal plenary hall of the impressive building which today houses the offices of the district government authorities, among others. Along with the unusual location, the inspirational spirit of the Freimann team and their supplier partners gave the show of new products its special flair. Again and again, you could feel how enjoyable the collaboration was for those involved. The mutual delight of convincing customers of the advantages of promotion-



Walk right in! The menu of new, effective promotional products is served.



The exhibitors' stands were already very well attended in the morning.



The leading trio of the Oldenburg promotional product specialist (from left): Finn Gerlach, Heiner Freimann and Nils Gerlach. (Incidentally, the guests were also able to take photos on this sofa and take home a souvenir photo).

al products through direct contact also speaks for the innovative professionalism of Freimann & Gerlach Werbung.

### Repeat guaranteed

Hence the enormous experience of founder Heiner Freimann and the fresh stimulus of the two qualified marketing professionals Nils und Finn Gerlach, stepsons of the company founder, complemented one another perfectly in the team of the promotional product consultants. "Both have already gained a great deal of experience in their still young careers, though. They were in the USA and know the business from the distributor as well as the manufacturer side," said Heiner Freimann, explaining the notably good contact of the two to their own suppliers. Both the hosts and the exhibitors naturally benefited equally from the reciprocal motivation of this open-minded partnership relationship built on trust, which was manifested ultimately in the complete success of this initial event, at which the guests were able to take a large number of inspirations for effective marketing back with them to their companies. All in all, the best prerequisites for a repeat of the "Werbeartikelmesse Nord" very soon.

<



An attractive venue for the first "Werbeartikelmesse": the building of the former Oldenburg Landtag built in 1914-1917. Since the dissolution of the administrative district of Weser-Ems in 2005, it serves as a venue for cultural events and training courses.



## Conversation with Heiner Freimann

**Mr. Freimann, after more than 35 years as a promotional product consultant, your first in-house trade show is now behind you. What is your conclusion?**

The tenor is very clear: Extremely satisfied! We are delighted that our expectations were actually exceeded. We are happy that everything worked out the way we had imagined. Although we experienced a bit of stage fright before the premiere, everything went smoothly from the organisation to the execution. Many thanks to everyone who contributed to the success of this great event!



**The 30 exhibiting supplier partners showed products from the most important topic areas of the industry.**

**Why was this 'the first event of this kind' up until now?**

We have a wealth of experience as promotional product consultants. Even though we attach great importance to providing our customers with personal advice, we wanted to finally present our expertise bundled in the form of an in-house event. In fact, before this debut, there had already been two attempts at an in-house trade show, each of which unfortunately failed due to unfavourable circumstances concerning the planned venue. We are all the happier that we have now found an almost ideal setting for the first Werbeartikelmesse Nord trade show at the old Oldenburg Landtag.

**How would you describe the feedback from your exhibiting supplier partners and customers so far?**

Overwhelmingly positive to enthusiastic. Almost all exhibitors gave us very positive feedback and compliments for the successful trade show, organisation and support provided by our team. The feedback from customers is impressive. The number of visitors alone is remarkable, considering that Oldenburg and the region are characterised more by administration than by industry. But the interest of company representatives in new marketing impulses through haptic advertising is enormous: We have already filled three ring binders with inquiries.



**Are there any concrete plans for a (regular) scheduling of the Werbeartikelmesse Nord trade show?**

Most certainly. We had already received numerous requests from our supplier partners in the run-up to the first trade show because the number of exhibitors wishing to participate far exceeded the number of spaces available. The presence of many sales executives or, in some cases, managing directors among the exhibitors also underlines the interest in our trade show. It was the unanimous opinion of the participating suppliers that the trade show be repeated and, of course, they want to be there again the next time. As a result, the Werbeartikelmesse Nord trade show will continue, probably every two years.



**Participation at the Freimann trade show debut was also popular among suppliers: Macma Managing Director Matthias Huff (picture above) advises visitors personally, Koziol Sales Manager Uwe Thielsch on the left.**





# PromoTex Expo

International Trade Show  
for Promotion,  
Sports and Workwear

8–10 January 2019  
Düsseldorf

Book  
your  
stand  
now!

[www.promotex-expo.com](http://www.promotex-expo.com)

THE WORLD  
OF ADVERTISING  
AND SELLING

Organised by

 Reed Exhibitions

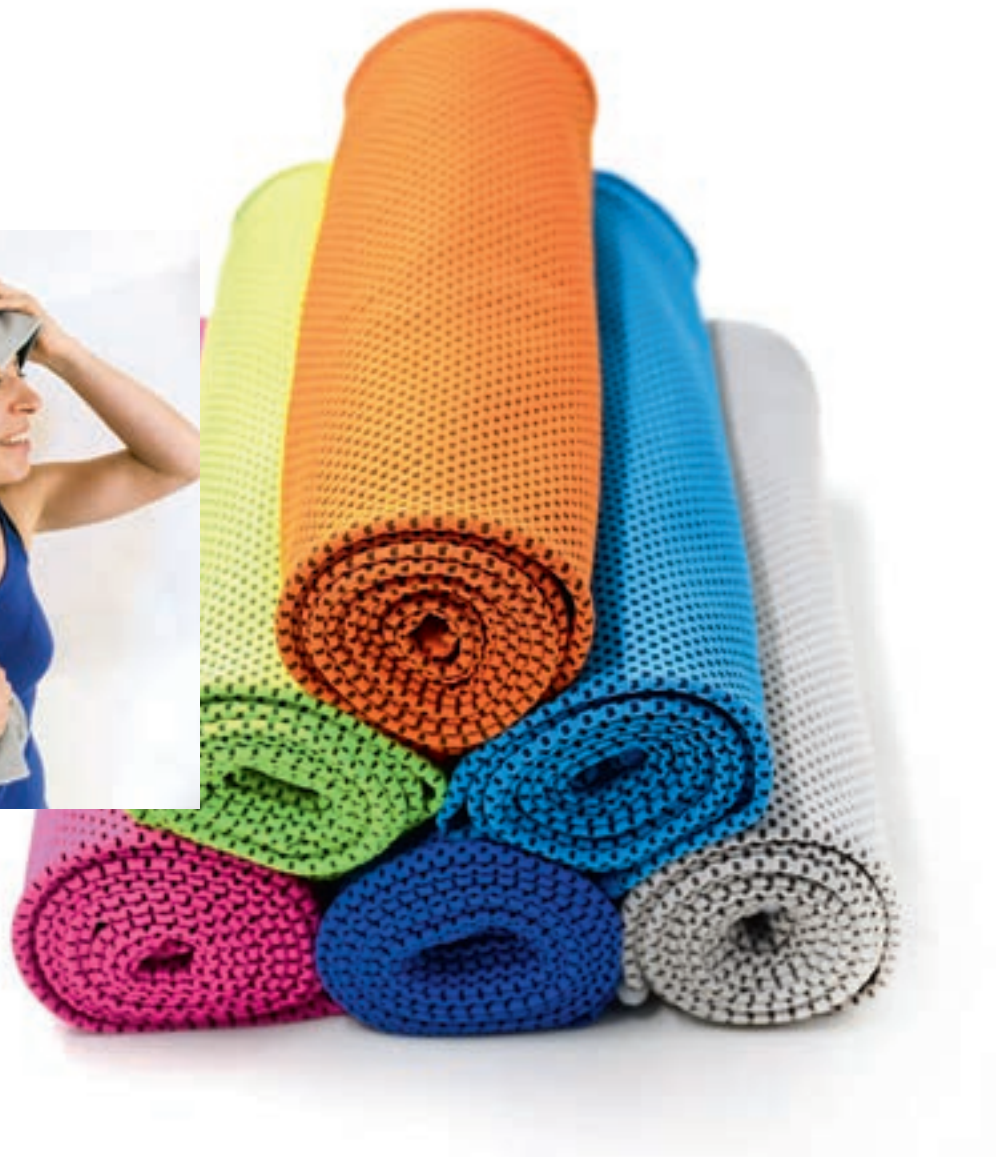
 **PSI**

The Leading European Trade Show  
of the Promotional Product Industry

 **PromoTex  
Expo**

International Trade Show  
for Promotion,  
Sports and Workwear

  
**viscom**  
europes trade fair  
for visual communication



Advertising that appeals to well-being is good advertising. If it is presented in a representational form and conveys **real well-being** or 'healthy' content, nothing stands in the way of the **success of the advertising company**.





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

## Muesli to go

Promotional product manufacturer Jung has launched a product innovation for wellness, sport, events and health with its sustainable muesli mug. The 45-gramme mug with a customisable promotional insert consists of brown cardboard and is made from fast-growing, self-renewable resources without the use of pesticides and fertilizers, all fully biodegradable. The content can be chosen between chocolate and fruit muesli from Hahne. Thanks to the bioplastic coating, milk for the muesli can be poured directly into the mug. The individually printable and eye-catching advertising insert offers sufficient space for a powerful advertising message.



PSI 45974 • Multiflower GmbH  
Tel +49 6226 92798-0  
info@multiflower.de • www.multiflower.de  
<https://www.psiproductfinder.de/nzq2zj>

## Wellness for the bath

The attractive Organza cachet from Multiflower contains five bath pearls, enough for a relaxing bath. Ideal as a small token of appreciation for customers. There is space for an advertising message on the flag. An individual design is also possible from 250 pieces.

## GROSSE AUSWAHL AN OUTDOOR HARDWARE

Druck  
+ Gravur



mit  
Ihrem Logo



### RELAGS GMBH

Im Grund 6 – 10  
D – 83104 Tuntenhausen  
Fon 0 80 65 - 90 39 0  
E-Mail [relags@relags.de](mailto:relags@relags.de)

[WWW.RELAGS.DE](http://WWW.RELAGS.DE)





PSI 46311 • Troika Germany GmbH  
Tel +49 2662 9511-0  
info@troika.de • www.troika.org  
<https://www.psiproductfinder.de/mmrhyw>

## Schwitzableiter for training

Schwitzableiter Fitness XL, the new fitness towel from Troika, is the ideal companion on the way to more health and exercise. It especially shows its strengths during equipment training: While others are annoyed about their slipped towel, the stitched hood of this towel can simply pull over the backrest – and training can continue. In addition, the 1,400-centimetre extra-long, super-absorbent microfibre towel proves to be extremely practical in the car: After all, it can be placed over the car seat in full length. Sweaty seat cushions are a thing of the past.

## Proven lip care

The specialists at KHK have been supplying high-quality lip care for over 25 years as sticks and jars. Lip care formulas are available with and without sun protection factor, as certified natural cosmetics, as a Fairtrade variation and more recently also with the special active ingredient Ectoin®. Lipcare Native was developed in the in-house laboratory, a formula with locally cultivated high-quality raw materials, harvested and processed in Germany. This avoids long delivery routes and ensures that production is as climate-neutral as possible. Even more sustainability is offered by Lipcare Recycled Plastic with a casing made from 98 % recycled plastic. This care product is available in white, sand, natural green and black from just 300 pieces.



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



# The promotion plaster-strip

## »Care-Card«

Ref. 1190

- approx. 80 x 35 x 15 mm
- approx. 13g
- filled with 10 single sealed plaster-strips (approx. 60 x 20 mm)

### Option:

Imprint on single plaster strips from 3.000 Care-Card onwards

### Plaster:

- hypoallergenic
- very skin-friendly

### Standard colours case:

full colour: white, yellow, black, metallic-anthracite  
transparent frosted: orange, red, blue, green



**Vita Plast®**  
feel the difference



**Made in Germany**



## »Pocket« | »MailCare«

Ref. 1180 (approx. 90 x 90mm)

Ref. 1181 (approx. 60 x 90mm)

Ref. 1182 (approx. 40 x 90mm)

- carton in different standard sizes
- printed 1-4 colours
- filled with 4 or 10 single sealed plaster-strips (approx. 60 x 20 mm)
- approx. 10g

### Option:

- Special sizes / -fillings
- Imprint on single plaster strips (from 3.000 Pocket onwards) (from 7.500 MailCare onwards)

### Plaster:

- hypoallergenic
- very skin-friendly

**wellness Promotion**  
feel the difference

Ask for your sample !

Wellness-Promotion  
GmbH & Co. KG  
Im Lehrer Feld 6  
D-89081 Ulm  
Tel. 0731-9627717  
Fax. 0731-9627744  
[www.wellness-promotion.com](http://www.wellness-promotion.com)  
[info@wellness-promotion.com](mailto:info@wellness-promotion.com)



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

## Fruit gum delight

Available at Kalfany Süße Werbung, vegan feel-good fruit gum with chicory oligofructose from inulin is free of animal ingredients and creates a better well-being thanks to its high fibre content and the effect of the aloe vera contained inside. The wellness fruit gum is shaped like the sun in the flavours lemon, orange and passion fruit. Packaged in 10-gramme promotional sachets, it presents advertising in a particularly beneficial way.

## Plenty of storage space

Prato, a fibre-fleece bag from Joytex with a quality of 130 grammes per square metre, is predestined for the wellness oasis or the beach. The large bag offers plenty of space, has two long handles and is available in orange, red, light green, royal blue and black. Optionally, the robust, tear-resistant, durable and water-repellent Prato can be ordered with a PVC floor insert. It is available with print from 250 pieces.



PSI 41990 • Joytex GmbH & Co. KG  
Tel +49 2872 9506-0  
info@joytex.de • www.joytex.de  
<https://www.psiproductfinder.de/zjfjmz>



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

## Rich in vitamins

Especially on hot summer days the body needs numerous vitamins. Whether ready to drink or do it yourself, Sanders Imagetools has two communicative highlights in its product range. The 60 ml vitamin shot completely covers the recommended daily requirement of seven vitamins with a single vial. For promotional purposes with a long-term impact, the whole thing is also available to do it yourself. The handy tube with ten tablets is ideal for travelling or in the kitchenette at the company. Both products are available from small quantities in your own design within a short delivery time.





## Shaken, not stirred

The Protein Shaker from elasto with an embossed scale in 50-millilitre increments and a screw cap with a closable drinking opening contains a removable sieve with which the shake powder and the liquid optimally mix when shaken. The cup can be completely disassembled and thereby completely cleaned without residue. The shaker with transparent or translucent grey mug is made in Germany, which ensures a short delivery time as well as fast and uncomplicated order processing and high quality standards. The accompanying cap is available in ten colours. By using pad or screen printing, the Protein Shaker can be designed according to customer requirements. This article is also available as an eco-product with a bio-plastic content of 34 per cent.



Style  
in Serie.



**Neu: frische FASHION.** Mode ist mehr als gutes Aussehen, finden wir bei HALFAR®. Und das merkt man den neuen FASHION-Taschen an. Die drei können richtig was, ob Reisetasche, Notebook-Tasche oder Rucksack. Eine durchdachte Ergänzung einer stylischen Serie. Jetzt auf [www.halfar.com](http://www.halfar.com)



**HALFAR**  
Starke Taschen.

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



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

## True feel-good heroes

Squeezies®, the versatile stress absorbers from mbw, are also available as professional representatives from the health, sports and fitness sectors. New is Dr. Bert®, which completes the numerous Bert® characters from the healthcare sector. Schnabels® features new blond as well as brunette additions with the lady doctor. Also popular are the rectangular or heart-shaped heat cushions. They provide warmth after a short time in the microwave, and coolness after a visit to the fridge. For the little “patients”, they can also take the form of various animals such as the OEKO-TEX® hippopotamus.



## Call safely

Intraco's Ahead vibration loudspeaker ensures reliable reception of music and hands-free calls via a bicycle, ski, construction or other safety helmet. The device is simply connected to any smartphone. The helmet is used to transmit the sound. A large branding area adapts easily to many different styles.

PSI 43540 • Intraco Trading bv  
Tel +31 75 6475420  
info@intraco.nl • www.intraco.nl  
<https://www.psiproductfinder.de/mdyxog>

## Fruitful

In addition to the traditional bears, the bags at Jung also contain fruit gums with fruit juice quality: The refreshing gummy bears of the Trolli brand with an intensive fruit taste contain 30 per cent fruit juice and real fruit pieces. Individually printed on white or transparent foil, this fruit flash turns into a give-away with eye-catching advertising space in every season. Information and samples are available from Jung.



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





PSI 42130 • Regine IQtrim GmbH  
Tel +49 7432 90711-0  
info@regineiqtrim.com  
www.regineiqpromo.com  
<https://www.psiproductfinder.de/ndiwow>

## Promotionally strong bands

Regina IQtrim cosmetic headbands made of polyester reliably protect hair and the hairline from cleaning and care products. The ideal beauty helper for facial cleansing, peeling and care as well as for applying masks and make-up is pleasantly soft and wraps around the head. The elasticity prevents headaches typical of towel headbands and the high-quality microfibre material provides a breathable surface. The headbands are available in widths of 50 and 30 millimetres and are printed using digital printing. Almost all Pantone colours can be implemented and the customer can advertise specifically with his logo and corporate colour.



PSI 50967 • Römer Drinks by Römer  
Wein und Sekt GmbH • Tel +49 6541 8129-0  
info@roemer-drinks.de • www.roemer-drinks.de  
<https://www.psiproductfinder.de/zjq3zt>

## Naturally

Beverage specialist Römer Drinks offers high-quality mineral water from the Hunsrück-Hochwald National Park in 0.33 and 0.5 litre PET bottles with a full-surface adhesive PE label from 264 units. You can choose between a white or transparent glossy or matt PE film covering the entire surface. Upon request, the individualised mineral water can be delivered within one week after final print approval. Römer Drinks is a member of the Römer family and offers other promotional drinks such as modern beverage cans and champagne bottles as well as worldwide patented promotional tea and coffee.

daiber

myrtle  
beach

JAMES &  
NICHOLSON

# THE ULTIMATE CAP! THE SEAMLESS ONE TOUCH

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

Hotline: +49 7432/7016-800



## THE UNIQUE ONE-PANEL CONSTRUCTION MAKES THE ONE TOUCH® THE INNOVATION IN THE FIELD OF CAPS

The mesh fabric is knitted in a rounded shape so that seams can be avoided completely. As a result, we get a one-piece pre-formed crown, which is light, elastic and breathable. A perfect and comfortable fit is guaranteed.



PSI 45344 • adform e.U. Merchandising  
 Tel +43 664 3978715  
 office@badetaler.com • www.badetaler.com  
<https://www.psiproductfinder.de/mdnhg>

## Vegan bath

With adform's custom-printed original Badetaler, every target group can be reached with the desired brand message in a relaxed, private atmosphere. A Badetaler creates a sensitively scented cream bath, is anti-allergenic and suitable for every skin type. The high-quality care components of shea butter, cocoa butter and coconut oil provide the skin with moisture and care for it gently, mildly and soap-free, completely without paraffins, silicones, mineral oil and palm oil. Customised with an individual design. The individually designable vegan Badetaler are produced in Austria and available from 1,000 pieces.



PSI 49337 • Aiia LLC  
 Tel +380 445 808800  
 sales@enjoy-aiia.com • www.enjoy-aiia.com  
<https://www.psiproductfinder.de/ntcyzj>

## Sporty companion

If you want to keep an eye on the current status of your heart functions when out and about or while exercising, you will be on the safe side with the MAWI, the ECG wrist tracker from Aiia. The cardiograph is smaller than a watch yet delivers more than 30 parameters. According to the supplier, the device should deliver the first indications of a heart condition before the initial symptoms are felt. The ECG can be tracked anywhere at any time and the results shared with the doctor. All features of a standard fitness tracker are included.





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

## Healthy, fast and delicious

Fruits for drinking are a popular source of energy and vitamins. With the Smoothie Maker from Global Innovations, you can create tasty, healthy drinks in a matter of seconds. Thanks to the practical bottle, the smoothie can be taken away without having to be refilled. The stainless-steel blades and the BPA-free plastic container are easy to clean and are quickly ready for use again. The device can be coloured and printed according to customer requirements.

# Occupy the WWW\*

No battery,  
no power consumption

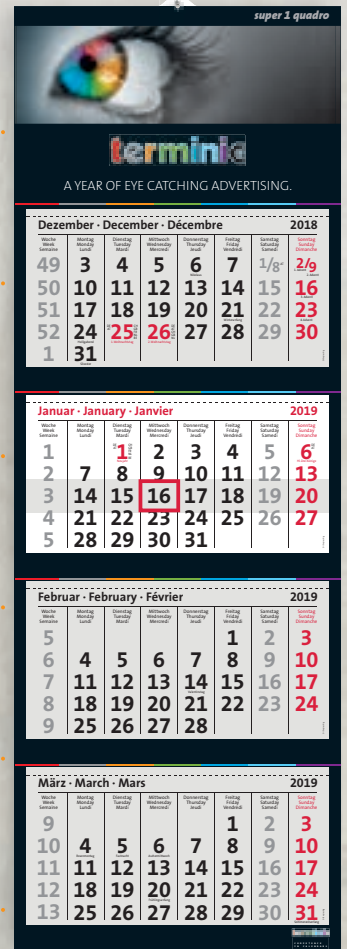
Extensive display,  
brilliant readability in UHD

Highlight date marker  
for phenomenal  
long-distance effect

Always available, system  
crashes are impossible

No warnings,  
only annual updates

Analogue technology, fully  
in line with current trends



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

**terminic®**

In 1937 we invented the multiple-month calendar, today we send our calendars to you, your branches, clients and business partners all around the world. Indispensable planning aid and effective advertising material all in one:  
With a terminic promotional calendar you occupy the world's most wanted advertising wall and stay in sight of your target group 365 days a year.

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



PSI 47814 • Lupenmaxx GmbH  
Tel +49 7661 909988-0  
info@lupenmaxx.de • www.lupenmaxx.de  
<https://www.psiproductfinder.de/odgwzg>

## Safe tick killer

Lupenmaxx presents a clever precision tool for the safe and uncomplicated removal of ticks with its Safecard®. With the integrated magnifying glass, the unpopular bloodsucker can be accurately detected and then simply levered out with the special cut-out. Thanks to the handy format, the card can be easily stowed and is ready to use in no time. The original Safecard® tick card magnifier is available in neutral or with advertising print as well as with a transparent PVC case including instructions or a paper sleeve.

## Elixir to relax

With the Good Feeling wellness set from Inspirion, you can perfectly relax and immerse yourself in the land of dreams. Simply pour the bath salt from the wellness bottle into the water and the bathing experience will have a vitalising effect on your body and soul. Feet stressed by walking also want to be cared for: The pumice stone is ideal for gently removing rough skin. The finger brush ensures a perfect appearance and with the peeling sponge nothing stands in the way of a pleasant care and relaxation experience. Inspirion care products arrive at the customer in a transparent zipped bag.



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



## Quick-change artist

Golchi from SDI Gifts is the world's first bottle that can hold two drinks at the same time: It does not matter if the liquids are hot or cold, or both. The trick: thanks to its modular design, Golchi's 2-in-1 bottle can be turned into four different modes of use, tailoring the smart lifestyle product to the user's needs. In addition, essential things such as tablets, powders or small snacks can be transported in the vessel in a separate, integrated magic hideaway – always together with two different drinks. And that's not all: Golchi has 14 creative features hidden inside, such as a temperature gauge so that the user can never confuse the element containing the hot drink with the element containing the cold drink.



PSI 48834 • SDI gifts s.r.o.  
Tel +420 9 10119478  
info@sdigifts.com • www.sdigifts.com  
<https://www.psiproductfinder.de/nddj2>



PSI 46887 • Römer Wellness Kundenpflege  
Wellness & Care GmbH & Co. KG  
Tel +49 6541 812950  
info@roemer-wellness.de  
www.roemer-wellness.de  
<https://www.psiproductfinder.de/mzu5yz>

## First aid

The First Aid Kit from Römer Wellness is a reliable companion that provides first aid when hiking, cycling or camping. The set contains a sterile dressing and an emergency bandage as well as a fixation and gauze bandage, five plaster strips, a roll of self-adhesive plaster without ring, two vinyl gloves, a small pair of scissors and two safety pins and alcohol swabs. The First Aid Kit is available with a red, grey or blue housing and comes standard with a First Aid print on one side. The other side can be printed with monochrome screen printing or multi-colour transfer printing with the customer's logo if required.





PSI 40043 • Kasper & Richter GmbH  
& Co. KG • Tel +49 9131 50655-0  
info@kasper-richter.de • www.kasper-richter.de  
<https://www.psiproductfinder.de/nteynt>

## You can count on this

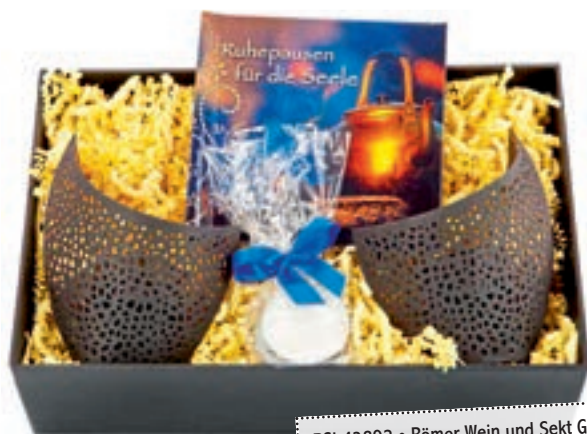
Speedy is the name of the 3D electronic pedometer with a sporty design offered by Kasper & Richter. State-of-the-art 3D sensor technology in a sporty design and the complete range of services and accessories are included. In addition to the pedometer, a mileage and calorie counter as well as a speed and training display are included. The time is displayed in a 24-hour format. The seven-day memory records the average and total values. User profile for stride length and weight are adjustable. Furthermore, the device has an energy-saving function, a battery status warning display, an integrated snap hook for secure attachment to clothing or a backpack and a belt clip.

## Anti-stress tactile items

An ergonomic wireless computer mouse with a comfortable silicone hand-touch surface is now offered by Vim Solution. The Antistress Mouse is restored to its original shape in a matter of seconds and offers a high level of ease of operating comfort. According to the manufacturer, it also increases the ability to concentrate. A radio receiver (stowed in the battery compartment) is also delivered. It comes with two buttons and a scroll wheel and is available from a quantity of 200 pieces in the colours black and blue.



PSI 47555 • Vim Solution GmbH  
Tel +49 7661 909490  
info@vim-solution.com  
www.trader.vim-solution.com  
<https://www.psiproductfinder.de/yml4og>



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

## Resting time for the soul

Pure relaxation is promised by the promotional gift set "Resting time for the soul" from Römer Präsente. Two brown-golden, hand-made tea-light holders from ROMINOX® and two tealights are packaged in an elegant black cardboard box with a hooded lid and window. A small booklet with the appropriate title "Resting time for the soul" is also part of this set. The book contains a lot of tips on how you can simply take a break from everyday life. An apt combination for all target groups.





PSI 45818 • Golfvertrieb Hilbrand  
Tel +49 8322 96540  
info@golf-hilbrand.com  
www.golf-hilbrand.com  
<https://www.psiproductfinder.de/nwfjzg>

## Cool doctor

Dr. Cool from Hilbrand is an innovative cloth for use in the wellness and health sector as well as in sports. Dr. Cool is made from a high-performance, chemical-free fabric to cool in a safe and eco-friendly manner. Dr. Cool makes sport more enjoyable and safer by regulating the athlete's body temperature and thus generating more energy during and after exercise. To this end, Dr. Cool is simply wet, wrung out, shaken and placed on the area to be cooled. Once cooling subsides, the cloth is simply shaken again. Despite its size of 100 by 30 centimetres, Dr. Cool can be folded and stowed in any jacket pocket. A logo print on the cloth is possible from 100 pieces.



# UNIQUE & rich in VITAMINS & FRESH!

Sweet advertising  
**TOP-SELLER**



**NEW**

Mini fruit salad  
with vitamins, 10 g



**NEW**

Refreshment fruit gum, 10 g

*Sweet advertising  
impact!*



[www.ksw24.eu](http://www.ksw24.eu)

Sales hotline: 0049 76 43 / 801-17



PSI 47460 • B&B Promotional Sweets  
Tel +48 22 7246165  
office@promotionalsweets.pl  
www.promotionalsweets.pl  
<https://www.psiproductfinder.de/nwu3nj>

## 100 per cent healthy

Eco-balls are healthy, nutritious promotional snacks from B&B Promotional Sweets. They contain 100 per cent natural ingredients such as nuts, fruits and grains, natural sugar and pure salt. The snacks are also free of GMO, soy, gluten, milk, egg, MSG and artificial additives. Eco-balls are available in two flavours: almond with coconut and fig with poppy seed. The snacks are packed in cardboard boxes with a viewing window. The surface of the boxes can be completely individualised in full-colour printing and, on request, in other finishing formats.

## Luxury for every day

The Eastport towel of the PF Concept brand Seasons impresses with its exceptionally high quality: 100 per cent pure cotton and a luxurious 550 g/m<sup>2</sup> grammage provide a velvety feel on the skin. In the two available sizes 70 x 130 cm and 50 x 70 cm, it is the ideal companion for a wellness holiday, a spa visit or simply for a feel-good moment in your own home. The fluffy towel is available in the colours white and dark blue and features elegant borders. The terry towelling can be individually finished with embroidery.



PSI 40972 • PF Concept International B.V.  
Tel +49 2822 9600  
contact-DACH@pfconcept.com  
www.pfconcept.com  
<https://www.psiproductfinder.de/njmymj>



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

## Logo Fruits

An apple a day keeps the doctor away: An apple is always gladly appreciated, and that is why Kellermeister has launched Mann's healthy promotional products with a fruit provided with a customised customer logo. Synonyms for healthy fruits include health, fitness, vitamins, naturalness and sustainability. So what could be more natural than making promotional products out of healthy fruit and transporting information on them? Whether from the heart on Valentine's Day, greetings for Mother's Day, for Christmas or for Thanksgiving: Logo Fruits are appealing and appreciated. Compared to laser engraving, the shelf life of the fruits is no longer affected. In addition, a larger area can be individualised, the contrast increased and colour customisation can be achieved.





PSI 43000 • IMTC Manufacturing &  
Trade GmbH • Tel +49 8171 43390  
imtc@imtc.de • www.axopad.de  
<https://www.psiproductfinder.de/otgxzd>

## Antibacterially effective

IMTC claims that its mousepad with an additional benefit contributes to the health of employees at the computer and thus to a reduction in the number of sick days. This additional benefit consists of antibacterially treated high-tech materials. The permanently bioactive properties do not produce resistance. The AXOTex Clean mousepad with its textile surface made of polyester fibres has permanent antimicrobial and deodorising properties. The anti-slip base of the underside is also permanently antibacterial. This causes an additional, permanent disinfection at all points on the entire underside.



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

## Always stay cool

Thanks to its special material, this icy hand towel from Macma cools for hours. It is ideal as a compress for the neck, head and legs after and during a workout or when on the go. Thanks to a snap hook, it is easy to carry and always at hand. An advertising message can be printed on the plastic packaging.



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

## Advertising with a green thumb

Non-food promotional product specialist emotion factory Heri Rigoni turns the summer into a green, ecological promotional time. Starting with a quantity of 250 pieces, the proven range of plant seed varieties, combined with a substrate tablet and packed in a creative plant pot, acts as an environmentally conscious advertising ambassador. There is enough space for an individual marketing message on printable advertising space on the plant pots that weigh less than 50 grammes. The swinging plastic bowl, silver design box, the small silver-garden balcony box made of aluminium or the office garden, a bag filled with plant seeds and a substrate, bring fresh greenness to the office. More about green advertising and other plant pots is available on request.

## At every turn

In addition to displaying blood pressure and heart rate, the waterproof fitness wristband from Xindao B.V. boasts an OLED touchscreen. The device also has a pedometer function and records the distance travelled, the calories burned, as well as sleep behaviour and rest periods. The wristband uses Bluetooth 4.0 and creates a fully charged standby time of five to seven days, depending on user behaviour. The free app is compatible with iOS 8.0 or higher as well as Android 4.4 or higher.



PSI 42772 • Xindao B.V.  
Tel +31 70 3199900  
deutschland@xindao.nl • www.xindaom.com  
<https://www.psiproductfinder.de/mwuxmj>



## A welcome lucky charm

The four-leaf clover stands for luck. Glucose cloverleaves for active advertising messages are available at Vogels. As energising glucose and provided with expressive advertising, this give-away is always appreciated by everyone. For advertisers with a small budget, at a summer event, at trade shows and exhibitions, the sweet advertising media symbolise power, zeitgeist, freshness and gratitude.

PSI 48639 • Vogel's Süsse-Werbe-Ideen  
GmbH & Co. KG • Tel +49 7642 900095  
info@vogels.de • www.vogels.de  
<https://www.psiproductfinder.de/mdm2mz>





PSI 42104 • Wellness-Promotion GmbH  
& Co. KG • Tel +49 731 96277-17  
info@wellness-promotion.com  
www.wellness-promotion.com  
<https://www.psiproductfinder.de/zdfmyz>

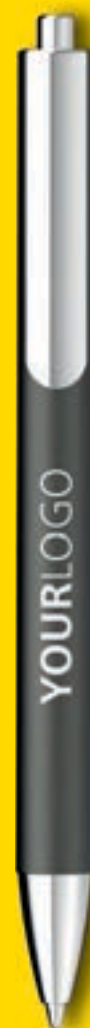
## Promotional plasters par excellence

Promotional plasters play an integral part as give-aways. They are suitable for all target groups and are used in every industry. Wellness-Promotion in Ulm offers the highest quality "Made in Germany". The large range of hypoallergenic plaster products offers the right product for every application. All plaster strips are manufactured according to the strict guidelines of the German Medical Product Act. Plaster strips are Class 1 medical products because they are in direct contact with damaged skin. The SafeCard® is new to the assortment of the Ulm-based promotional plaster professionals. With its flat, shapely design, it scores above all with two large advertising spaces. Filled with 10 large, individually sealed plaster strips, it offers protection for people on the go together with high advertising impact. The Care-Card® is one of the best-selling products with its compact, shapely design. Filled with 10 individually sealed plaster strips, it offers protection when on the go as well as high advertising impact at an attractive price. All plaster items at Wellness-Promotion feature the CE mark as a mark of conformity with the EU Directive 93/42/EEC and the LOT number for complete batch traceability. "MailCare" is the perfect invitation enhancer. The plaster box, which can be printed both in digital and in offset print, is filled with four individually sealed plaster strips as standard. Its small size and low weight make it ideal for mailings and it can also be filled with a small number of plasters. Particularly effective are the individually printable plaster strips. Wellness-Promotion offers the possibility of customised printing from an order quantity of 30,000 strips. Optionally, the plaster strips can be printed individually for Care-Card® or Pocket starting at a quantity of 3,000. Wellness-Promotion is synonymous with high product quality and safety with its VitaPlast® brand. Strict quality controls and regular inspections by independent institutes underpin the high quality standards.



# BALL POINT PENS

Brands need  
brand-name pens  
**Evo Pro+**



[www.schneiderpen.com/promotion](http://www.schneiderpen.com/promotion)

Made in Germany



**Schneider**  
Write it

British Manufacturer, SPS, is delighted to be part of the PF Concept Family, following its acquisition in December 2017 by PF Concept International BV. SPS has been successful over the past few years as manufacturer of original, promotionally effective plastic products, initially for the promotional product industry in Great Britain and Ireland, now increasingly for the rest of Europe.



The SPS portfolio includes mugs, office supplies, key rings and paper products.

**SPS is now a part of the PF Concept family**

# Home of the British Collection

**T**he business has been manufacturing plastic promotional products since 1990, across its three UK sites. With a commitment to new product development, quality manufacturing and innovation in decorating techniques, SPS offers a range of products that perfectly complements the PF Concept Portfolio. The range includes drinkware, desk items, key chains, paper products and much more. Ralf Oster, Managing Director of PF Concept, also sees it that way: "We are thrilled with the growth opportunities that the SPS product portfolio and the SPS production capacities mean for PF, and welcome the SPS team to the Polyconcept family."

## Americano family: Great decoration opportunities

At its Blackpool site, SPS specialises in injection moulding and product decoration. A core product area for SPS is its high quality drinkware range; with one of the company's biggest successes being theAmericano family. Inspired by the takeout coffee cup seven years ago, SPS developed a plastic, double-walled, thermal equivalent, offering huge advantages to the promotional drinkware market. Businesses could boost CSR campaigns with the provision of re-usable drinkware, plus the product was especially designed and developed for promotional merchandise, thus offering great decoration opportunities.





### Full colour design

Available in a choice of sizes and shapes, plus a huge range of colours, it's easy for customers to mix and match product components to create their perfect colour combination. Plus, one of the most exciting features of theAmericano family is the opportunity to add full colour design to the mug, thanks to a patented in-mould labelling process. The Brite-Americano family has revolutionised promotional drinkware, and as expected, allAmericano models are fully compliant, BPA-free, microwave safe and top-rack dishwasher safe. At last PSI, visitors to the SPS were invited to mix and match their perfect Brite-Americano Mug.

### Collection of sports bottles

Another key line for SPS is its collection of sports bottles. SPS offers the exclusive H2O Active Sports bottle range, offering four modern designs, a wide range of vibrant, glossy colours, plus three lids which can be mixed and matched to suit a brand colour scheme. The bottles are BPA-free and available with a range of stylish accessories to add further value. At the SPS Banbury site, in Southern England, SPS produces a selection of blow-moulded sports bottles. The Baseline and Baseline Plus models follow the styling of a traditional sports bottle. Available in a range of colours for both bottle and lid, the bottles are BPA-free and dishwasher safe.

### Be-spoke products

In addition to the core SPS product lines, the business also specialises in be-spoke products, with the 'SPS Ideas Lab'. Thanks to an expert team of product designers and tool-makers, it's now easy to create something completely unique to a brand or design, with low set-up charges, low minimum order quantities and excellent lead times. The cost of going bespoke is no longer prohibitive to the success of a campaign – thanks to the 'SPS Ideas Lab'. <



The presentation of the company during the PSI also focused on the mugs in theAmericano series.



TheAmericano series of high-quality mugs is one of the best-sellers of SPS.



The exclusive H2O Active sports bottles are available in four modern designs and a wide range of bright colours as well as with three different lids.

Rituals brand is synonymous with particularly sophisticated cosmetics, fragrance and care products. Its high level of consumer awareness makes it the ideal advertising ambassador. We asked Sebastian Sedlick, Sales Manager of Trendfactory Germany, about the role, impact and significance of the brand, especially in the promotional product market which is increasingly being discovered by renowned labels.

## Rituals for special moments

# A sense of well-being



In particular, our products are highly valued by customers for their high quality and fair price-performance ratio. Our products are also increasingly being frequently used on special occasions, including as presents at birthdays. The promotional product customer can benefit from the high popularity of Rituals by offering his industry partners our products, for example as employee incentives or as customer gifts. This also satisfies the high demands of industry partners to continuously submit creative and attractive proposals.



### Which messages can be transported by Rituals?

The application possibilities for our products and gift sets are very diverse and the associated messages are varied. Rituals' high quality makes it especially suitable for expressing special recognition and gratitude. It is assured that each person will experience his own ritual and thus his tiny personal moment of happiness. For me, for example, it is the 5-minute shower with Samurai shower foam in the morning that gives me sufficient strength and energy for the day.

### Which products are most in demand in the promotional product trade?

Our gift sets are particularly popular. The respective product combination and the high-quality gift packaging guarantee a unique gift and feel-good experience. Our room scents in the form of scent sticks are also enjoying ever greater popularity.

**M**r. Sedlick, Rituals has quickly made a name for itself as a cosmetics brand: in many inner cities there are branches and brand shops in large department stores. What is the essence of the Rituals brand?

Nowadays, our customers can discover their own personal ritual in over 150 Rituals stores and experience a tiny moment of happiness. The Rituals branch network is spread all over Germany. Rituals focuses on the power of rituals. In our often hectic everyday life it is the seemingly meaningless moments that we all too easily overlook. Rituals help us to unlock these moments and remind us to enjoy them. Whether we enjoy a long bath or create a cosy atmosphere with the rich fragrance of Far Eastern incense – rituals allow us to find happiness in the smallest of things.

Rituals has been supplying the promotional product market in the Netherlands since 2004 and in Germany since 2013. To what extent does the promotional product customer benefit from brand awareness?







# Marketing Festival

ADVERTISING AND PRINTING FAIR

---

12-13<sup>th</sup> September 2018 | EXPO XXI Warsaw, POLAND

---

Order booth or ask for more information:

Magdalena Wilczak

[m.wilczak@oohmagazine.pl](mailto:m.wilczak@oohmagazine.pl)

[www.FestiwalMarketingu.pl](http://www.FestiwalMarketingu.pl)

More than 80 years now lie between the first Bremen “shipping calendar” and a globally successful promotional calendar range. The history of the calendar manufacturer terminic includes numerous interesting facets. Reason enough to take a comprehensive look at this company.

## Diverse world of promotional calendars

# Timeless business with time



The company was founded in 1927. Today, terminic has around 70 employees and is one of Europe's leading calendar manufacturers.

It began as a solution specifically for the shipping industry and became a true success story: In 1937, the calendar manufacturer, terminic – then still trading as Buchdruckerei B.C. Heye & Co. – created the world's first 3-month calendar for Unterweser Reederei AG Bremen. The customer wanted a new kind of calendar which captured several months at a glance and, at the same time, provided space for an illustrated advertisement of the company to enable the calendars to be passed on as a promotional product to customers. 80 years later, terminic GmbH is one of the leading calendar manufacturers in Europe, producing more than 30 different promotional calendar models in over 35 language combinations

as standard. Each year, terminic produces millions of calendars that are used in almost every country in the world. The portfolio no longer includes only 3-month calendars, but also those with 4-, 5-, 6-, 7- and even 8-month views as well as various table and poster calendar models.

### Bespoke “Made in Germany”

The products are manufactured exclusively in Germany. “From consulting to the layout, printing and finishing to shipping our calendars, everything happens at our company location in Bremen. Every day our 70 employees ensure that the customers of our trading partners receive first-class calendars which are an indispensable planning



tool and an effective means of advertising at the same time,” says Managing Director Wolfgang Rolla du Rosey.

### Limitless design possibilities

The recipe for the success of the world-famous wall calendars is the combination of individual calendar blocks with equally individual advertising backings. “Working with time means, above all, moving with the times. In the course of advancing internationalisation and individualisation, we are increasingly orienting our products and production towards addressing international target groups and fulfilling individual customer requirements,” notes Sales Manager Huschke Rolla du Rosey. terminic offers calendars in various languages as standard – not only German, English, French and Spanish, but also, for example, Arabic, Russian and Scandinavian – with a European or American weekly arrangement (with Sunday not at the end but at the beginning of the week). There are calendars which include the Ramadan, and those in spot colours or completely in the corporate font and colour of the advertising company. There are virtually no limits to the design wishes of the customers; the same applies to the individual design of the advertising backing: full-surface printable, from head to toe in the corporate design, with an extra-large cover image for



terminic Managing Director Wolfgang Rolla du Rosey (r.) and Sales Manager Huschke Rolla du Rosey with the world's first 3-month calendar from 1938.



**Made in Germany:** From consulting to the layout, printing and finishing right through to shipping – all this happens at the company's location in Bremen. Every year, terminic sends millions of calendars to almost every country in the world.

striking corporate advertising and a wide range of print finishing options.

### Everything is possible

From the hidden champion to the bestseller, there is something for everyone: a large-format wall calendar with up to eight individual calendar blocks, a compact single-block calendar or a desk calendar for close range – the individual promotional calendar models from terminic are as diverse as the requirements of its customers.

### The bestseller: “Super 1 Quadro”

The bestseller among European resellers for 2019 is again the 4-month calendar “Super 1 Quadro”. The high-quality wall calendar (total size 345 x 1002 mm) offers plenty of space for advertising and a generous planning period with a fully printable backing, a large cover image and four advertising strips. It has a backing made of bright white, triple-coated chromo-cardboard as standard and features a metal grommet, print varnish and a press-cut page holder. With the even more exclusive version “Super 2 Quadro” in display quality, the cover image is additionally covered with a high-gloss foil and laminated with sturdy corrugated cardboard.

### Overview in numerous formats

To ensure an even greater preview of dates, terminic offers, for example, the 6-month calendar “Super 1 Magnum” or the “Super 103 Octo” with a maximum overview of eight months. All “Super” models are available in over 35 language



combinations as standard. Customers who only have limited space but do not want to sacrifice their advertising impact are better off with a more compact calendar model such as the 'dispo' or 'planner'. These promotional calendars are available in three-, four-, five- and six-month versions. In recent years, more and more trading partners have been relying on a combination of wall and desk calendars. Compact desktop models such as the 'Quadro' table stand or the 'Focus' tent calendar complement the large-format wall calendars as effective planning aids and promotional products for close range.

### "Calendar gene"

The passion for paper, printing and haptic advertising media obviously lies in the family. "We all have the calendar gene," says Wolfgang Rolla du Rosey, "and it is also passed on". After taking over the management from his father-in-law Rolf Ilg in 1993, Wolfgang Rolla du Rosey has been actively supported by his son Huschke Rolla du Rosey since 2013. At the beginning of 2017, he took over the

sales management and successfully continued the long-standing tradition as a family business. The secret of their success? Seemingly simple: "We do what we are capable of and what we love doing," says Wolfgang Rolla du Rosey.

### Quality: No compromises

Unlike other companies in the industry, terminic specialises exclusively in the production of high-quality promotional calendars. "We do not compromise on the quality of our products and customer care." Calendar production is therefore subject to the highest, certified quality and sustainability standards. For example, terminic is certified according to ISO 12647 Process Standard Offset Printing for particularly demanding board printing and, as standard, prints from the Euroscale in a 100 grid. Since 2015, quality, process reliability and compliance with standards have also been verified by the add-on module PSOaktiv on a quarterly basis.

### Naturally sustainable

As the first exclusive calendar manufacturer, terminic uses only FSC®-certified paper and cardboard from sustainable forestry and mineral oil-free printing inks. The company has been participating in the climate initiative of the print and media associations for many years and is therefore committed to the greatest possible avoidance of CO<sub>2</sub>. In addition, the calendar manufacturer offers its trading partners the option to produce their customers' calendars completely climate-neutral by purchasing certificates of verified climate protection projects. Climate-neutral dispatch via the "GoGreen" programme of the German Post Office is also possible.



All terminic promotional calendars are produced according to certified quality and sustainability standards (including Process Standard Offset Printing, FSC®).



At the request of Unterweser Reederei AG, terminic developed and launched the world's first 3-month calendar 80 years ago. The first customer in 1938 still orders his calendars from terminic to this day.





5\_6\_7 FEB.  
2019 | LYON

PROMOTIONAL  
GARMENTS AND GIFTS

EDITION

#12

## YOUR PROMOTIONAL GARMENT AND GIFTS TRADE SHOW TO TAP THE FRENCH MARKET.

The key leading event that brings together the whole industry and opens you up new business opportunities.

Conferences, live demos and innovations gallery to highlights market trends.

In 2018 :

+10,700 highly qualified visitors  
+300 exhibitors, European key players.

Let's Go  
CTCO  
TRADE SHOW  
2019

©Deposit Photos

**YOU WANT TO EXHIBIT? CONTACT US!**

**Anne SIZARET**

Sales Manager

anne@656editions.net

Tel. +33 (0)4 78 28 65 04

**Emilie EGGENSCHWILLER**

Sales Representative

emilie@656editions.net

Tel. +33 (0)6 66 88 14 87

[www.salon-ctco.com/en](http://www.salon-ctco.com/en)

ALONGSIDE



IMAGE / PERSONNALISATION / DIGITAL

ORGANISED BY



INFOPRO  
digital

For many people, the umbrella is a daily companion. Which is no surprise, given the fact that the umbrella has become a fashionable and practical accessory that is available in numerous models and designs. Ideal conditions to make a huge splash as a promotional product. PSI cooperation partner Intertek has provided information on where pollutant hazards and other risks lurk and how umbrellas can become safer.

## Pollutant and load testing of umbrellas

# Umbrellas become safer

**T**he umbrella is omnipresent. Never before has there been such a variety of stylish models, innovative materials and sophisticated functions. Especially the super-light and ever smaller pocket umbrellas disappear inconspicuously into laptop cases or handbags. The industry now offers a wide range of innovative umbrellas that are technically at the cutting edge. Individually designed and creatively finished, they are useful and eye-catching promotional messengers that lift your mood on rainy days. But are umbrellas harmless per se? Intertek experts help suppliers and distributors identify potential hazards and ensure the quality and compliance of their products.

### Umbrellas can contain pollutants

Umbrellas also pose risks: Frequently used plastic handles can harbour various pollutants that can be dangerous for humans. A prominent example is carcinogenic polycyclic aromatic hydrocarbons – in short PAH. Plastic parts

may also contain the kidney-toxic heavy metal cadmium. It is no coincidence that these pollutants are subject to strict limits specified by the REACH regulation. Furthermore, questionable plasticisers such as DEHP or bisphenol A may be present, or solvent residues such as dimethylformamide in foamed materials. We must keep a watchful eye on these sub-

stances of very high concern (SVHC), as well as on environmentally hazardous substances. Particularly noteworthy here are the short-chain chlorinated paraffins (SCCP). Have you ever wondered why no water penetrates through the fabric of an umbrella? In the worst case, perfluorinated surfactants (PFOS) may be used. They are also subject to strict limits specified by the so-called POP regulation. Even the metal shaft is not free of chemical risks. Long-term skin contact with metal components also occurs, especially with metal collars on the handle of high-quality umbrellas or the small plastic handle of pocket umbrellas. This is where nickel comes into play. If this element dissolves from the metal, contact allergies can occur. Here, too, the legislator has specified a limit in the interests of consumer protection.

### Hazards also due to poor workmanship

Apart from potentially existing pollutants, workmanship also plays an important role. No one will remember a brand that advertises with poorly made umbrellas: A company does itself no favours advertising with an umbrella that buckles at the first gust of wind, the tether snaps, the handle has sharp edges, or a part completely breaks off. Furthermore, it is expected from an umbrella that no water penetrates through the canopy. Everyone has experienced umbrellas that suddenly become moist inside. At least then the metal parts should not corrode. And last but not least, the advertising message on the fabric should not fade in intense light.

### Tests ensure quality

Through years of experience in mechanical stress testing and chemical pollutant testing, the experts at Intertek can develop test programs that ensure the holistic quality of umbrellas. In addition, inspections of the manufacturers can preclude the use of hazardous substances from the outset. <



Frequently used plastic handles can harbour various pollutants that can be dangerous for humans.

#### Contact:

Intertek Holding Deutschland GmbH

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

psi@intertek.com · intertek.com/intertek.de



# Safety and Quality of Promotional Products

powered by **intertek** **PSI**  
INSTITUTE



## PSI cooperates with Intertek

**For PSI members this means: discounted inhouse workshops with content that can be agreed upon between Intertek and PSI members upon demand.**

**The special workshop offer of the three topics:**

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

**All further informations can be found here:**

**[connect.psi-network.de/Intertek2018\\_EN](https://connect.psi-network.de/Intertek2018_EN)**



## Bottles become bags

Recycled bags made from **100 per cent recycled plastic bottles** are reusable and durable. By using Recycle Bags as an advertising medium, the customer documents his environmental awareness because every bag is made of three returned plastic bottles. Three types of bags are available: the Shopper, the Cross-Bag and the Drawstring Backpack are foldable and available in all standard colours.

PSI 48301 • SL Bags - SL Lederwaren BV  
Tel +31 575 510077 • [info@slbags.com](mailto:info@slbags.com) • [www.slbags.com](http://www.slbags.com)  
<https://www.psiproductfinder.de/mjllzt>



## Embroidery on keyring

The new key chain from CHAPS Merchandising is an absolute eye-catcher for every fan. Due to the customisable embroidery, these key chains are perfect as an **exceptional advertising medium** for all sectors. Whether it be a logo, article or image that is to be displayed, the designers at CHAPS gladly prepare free layout suggestions for their customers.

PSI 49593 • chaps Merchandising GmbH • Tel +49 2234 999070  
[danny.heins@chaps-online.de](mailto:danny.heins@chaps-online.de) • [www.chaps-online.de](http://www.chaps-online.de)  
<https://www.psiproductfinder.de/ytbmzj>





## Writing with spring colours

Spring ideas are springing up at uma: With the new SKY GUM, the specialist in **innovative promotional ballpoint pens** is presenting a highlight that will evoke the feeling of springtime. Although the pen is quite subtle, it really comes into its own in bright designs, i.e. in light green, magenta, orange, light blue or yellow. With its rubberised shaft, it lies comfortably in the hand. The silver metal tip and metal clip form a brilliant contrast to the matte GUM look. The tried and tested quality of the well-known uma Tech refill with its nickel silver tip and tungsten carbide ball together with German writing paste in accordance with the ISO standard ensure up to 4,000 metres of writing pleasure.

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



## Luminous charging genius

The special feature of the **high-quality Luna charging cable** from MrDisc is the partially luminous centrepiece, which is available in a round or square shape. The individually producible logo shines in white and indicates that the charging process is taking place. Four connectors for Apple devices of the generations 5/6/7 and 8, Micro USB, Type C and USB offer a variety of connectivity options. The connections are on flexible, braided black cables with shiny chrome end pieces. Easy attachment is possible through the integrated snap hook.

PSI 48471 • MrDISC • Tel +49 40 67587722  
[info@mrdisc.de](mailto:info@mrdisc.de) • [www.mrdisc.de](http://www.mrdisc.de)  
<https://www.psiproductfinder.de/ndhlot>

- ADVERT -

## FASZIEN-YOGA DER NEUESTE ENTSPANNUNGS-TREND

MY LOGO



INDIVIDUALISIEREN SIE IHRE MATTEN,  
SOWIE FASZIEN-PRODUKTE MIT IHREM  
EIGENEN LOGO!



## Protected from the sun and ice

**Screen protectors** are a popular give-away for the summer and winter seasons. At R3D they are available with simple full-colour printing in the sizes 130 x 70 cm or 140 x 80 cm from 100 pieces. The protectors can be used throughout the year to minimise sunshine or keep the windscreen free of ice. When not in use, the protectors can be stored in the glove compartment or under the seat to save space.

PSI 49331 • R3D, LDA • Tel +351 275 331492  
 tania.pereira@r3d.pt • www.r3d.pt  
<https://www.psiproductfinder.de/n2vlmm>



## A modular notebook

Custom is the name of the new Geiger-Notes **modular notebook** which enables the creation of unique notebooks according to the customer's ideas and budget. So what would you like? Do you prefer pointed or round corners? Classic square grid in the interior or the modern dot grid? Maybe a practical rubber band as a fastener? That's no problem with the new Custom notebook and Custom hybrid. In the A4 and A5 format, the customer can choose between 7 covers and around 50 colours and surfaces. There are also practical additional features such as a rubber band and pen loop.

PSI 41615 • Geiger-Notes AG • Tel +49 6134 1880  
 info@geiger-notes.ag • www.geiger-notes.ag  
<https://www.psiproductfinder.de/nmi0nd>



## Stylish in new colours

The new colours of the Epsilon ballpoint pen from Schneider convince with elegance and simplicity. The writing instrument **nominated for the German Design Award** in 2015 is available in three new, distinctive colour variants. Cool-grey and white-silver appear elegant and valuable, the colour variant Boysenberry brings freshness to the desk through its rich colour. The material combination of finished metal elements and high-quality plastics underlines the visible value of the writing instrument.

PSI 43416 • Schneider Schreibgeräte GmbH • Tel +49 7729 888124  
 klaus.brogghammer@schneiderpen.de • www.schneiderpen-promotion.com  
<https://www.psiproductfinder.de/mzq0yt>



## Sweet anticipation of Advent

Even at CD-LUX, **individually printed Advent calendars** are among the most popular promotional products in the run-up to Christmas. It makes sense to plan your budget for Christmas very early in the year. Last but not least, there is also an early coordination of advertising campaigns and quantity inquiries behind early inquiries. The experts at CD-LUX now offer their customers attractive early-order discounts. Delivery of freshly produced products is of course effected on the desired date. Freshly produced samples and sales literature are already available and can now be requested from CD-LUX.

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



- ADVERT -



**BRANDED  
CORPORATE GIFT**  
 WWW.TOREROCORP.COM



**POLICE**



We are PSI partners and  
„Silver Sponsor“  
(Cat. 3, Social Excellence)  
of the PSI Sustainability  
Awards 2017.

# SAFETY AND COMPLIANCE OF PROMOTIONAL ITEMS

## Increasing product assurance, minimizing risk

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

- Risk analysis/risk assessment of promotional items and its suppliers
- Product requirement profiles/inspection plans according to legal requirements (e. g. EU, USA, China and other regions).
- Document checks/reviews
- Chemical, mechanical and electrical laboratory tests (full tests/spot checks) and foreseeable use checks
- Support for DETOX and REACH compliance
- Certification (Intertek GS, Intertek Tick-Mark, ...)
- Inspections in countries of production, Mystery Shopping
- Assistance in Global Market Access
- Consulting/Training Programs
- Outsourcing models, Global Project Management
- ... and more





# intertek

Total Quality. Assured.



Europe  
0800 5855888  
+49 911 74075 0



[www.intertek.com](http://www.intertek.com)



[retail@intertek.com](mailto:retail@intertek.com)

BRIEF MESSAGE, LOW PRICES, BIG IMPACT+++THE PSI CLASSIFIEDS MARKET+++NOW NEW EVERY MONTH+++EXCLUSIVE IN THE PSI JOURNAL+++BOOK NOW FOR THE NEXT ISSUE+++ TEL.:+49(0)211-90191-114/-150+++FAX:+49(0)211-90191-180+++MAIL:PUBLISHING@PSI-NETWORK.DE

## BLUETOOTH-LAUTSPRECHER / BLUETOOTH-SPEAKER

### Neu! Bluetooth-Lautsprecher „prism“



Industriepreis: ab **14,07€/Stk.**  
 Modernes Design  
 Gitterfront aus Textil  
 Starke Leistung: 2 x 5 Watt

www.linotex-shop.com

Treffer sicher und wirkungsstark.

**LINOTEX**

PSI No. 44455

www.linotex.com

## KUNSTSTOFFERZEUGNISSE / PLASTIC PRODUCTS



MADE IN GERMANY  
 Art-Nr. 343/345  
 Thermo Mug  
 Costa Rica

**PROMOWOLSCH®**  
 The customer factory

**Wolfgang Schmidt e.K.**  
 Grüner Weg 23-25  
 D-59590 Geseke  
 T +49 2942 570 201  
 F +49 2942 570 035  
 info@promowolsch.de  
 www.promowolsch.de

PSI No. 44724

www.promowolsch.de

## EINKAUFSWAGENAUSLÖSER / KEY CHAIN



www.TRIGGI.de

DER ORIGINAL TRIGGI®

info@triggi.de  
 Tel.: +49 (0)8233 79312 - 0

**& mehr Pins**  
 GmbH & Co. KG

PSI No. 46925

www.pinsundmehr.de

## MAGNETE / MAGNETTAFELN MAGNETS / MAGNET BOARDS



**adamo design® gmbh**

Magnete mit Doming

Whiteboard  
 Tischaufsteller

www.adamodesign.de • info@adamodesign.de

PSI No. 42299

www.adamo-design.de

## EINKAUFSWAGENLÖSER / KEY CHAIN



**Einkaufswagenlöser.de**  
 Mit Ihrem Logo!

nur **0,59 €**  
 pro Stück\*

\*inkl. gratis Schlüsselbandservice, Profiltiefenmesser und Kapselheber, gilt bei einer Abnahmemenge von mind. 500 Stk., zzgl. 19% MwSt. und Vorkosten

**www.einkaufswagenlöser.de**  
 +49 (0) 36 705 - 6 5000

PSI No. 49467

www.einkaufswagenlöser.de

## PFLANZENSAMEN / PLANT SEEDS



**Printed seed paper**

**xliving®**

Order your free sample at **www.xliving.com**  
 Questions about our reseller program? E-mail us at info@xliving.com.

Let your seed paper flourish.

*grows in four easy steps*

PSI No. 44302

www.xliving.com



## REGENSCHIRM / UMBRELLAS

### Samsonite R-PLU KOLLEKTION

- Super Leichtgewicht
- Komfortabler Griff
- Teflon-Beschichtung
- Anti-Wind-Schutz
- Taschen- und Minischirme (ultra flach)
- Manuelle und Automatik-Modelle
- Stockschrime



samsonite.de | F +49 221 921 641 702 | werbemittel@samsonite.com

PSI No. 48847

www.samsonite.de

## SCHLÜSSELFINDER / KEY FINDER

**Schlüsselfinder**  
Mit Ihrem Logo!

nur **0,59 €**  
pro Stück\*

\*inkl. Einkaufswagenlöser, Profiltiefenmesser und Kapselheber, gilt bei einer Abnahmemenge von mind. 500 Stück, zzgl. 19% MwSt. und Vorkosten

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

+49 (0) 36 705 - 6 5000

PSI No. 49467

www.einkaufswagenloeser.de

## SCHREIBGERÄTE / WRITING INSTRUMENTS

**P.COLLECTION**

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

PSI No. 42809

www.pcollection.de

## SPIELWAREN / TOYS

### SEMO SOFT MINIS

Softer geht's nicht.



28 verschiedene  
Tiere im Sortiment.  
Größe: 13 cm.

TRIGON Deutschland GmbH

Kränkelsweg 28 · D - 41748 Viersen · Tel. 021 62 - 53008-0  
Fax - 53008-20 · E-mail: info@semo.de · www.semo.de

PSI No. 44970

www.semo.de

## TASCHEN AUS BAUMWOLLE / COTTON BAGS

### STUTZ & FISCHER GMBH

Non-Woven-Taschen  
Baumwolltaschen  
BW-Rucksäcke  
BW-Beutel  
Schürzen



Fischer-Import GmbH



Tel.: 0 95 71 - 9 47 90 47

Fax: 0 95 71 - 9 47 90 48

verkauf@fischer-import.de

[www.stutz-fischer.de](http://www.stutz-fischer.de)

Alte Coburger Str. 13 - 96215 Lichtenfels

Ab sofort 152 neue Artikel!



Bitte neuen Katalog anfordern!

PSI No. 42320

www.fischer-import.de

## TEXTILIEN / TEXTILES

**HERKA** frottier

Wir weben Vielfalt

Jacquard-einwebung ab 100 Stück

100% made in Austria

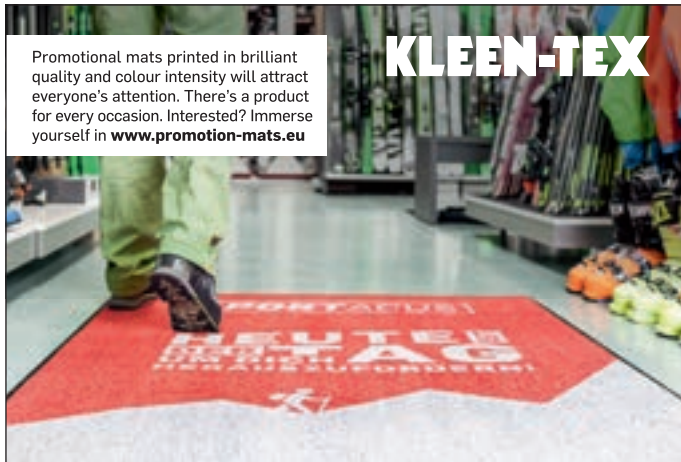
[herka-frottier.at](http://herka-frottier.at)

Bordüren-einwebung ab 40 Stück

PSI No. 46235

www.herka-frottier.at

## WERBE- & PROMOTIONSMATTEN / ADVERTISING AND PROMOTION MATS



Promotional mats printed in brilliant quality and colour intensity will attract everyone's attention. There's a product for every occasion. Interested? Immerse yourself in [www.promotion-mats.eu](http://www.promotion-mats.eu)

PSI No.43358

[www.promotion-mats.eu](http://www.promotion-mats.eu)

## STELLENANGEBOTE / JOB OFFERS

**Account Manager (m/w) /  
Backoffice Mitarbeiter (m/w)**

*Hey! wir suchen Dich!*

**DEIN PROFIL:**

- sicheres Auftreten
- Spaß am Telefonieren/bzw. organisieren
- Motivation, Flexibilität und Ehrgeiz
- sichere Anwendung der MS-Office Programme
- bestenfalls Erfahrung mit CDH und Salesforce
- Branchenerfahrung vom großen Vorteil

**WIR BIETEN DIR:**

- sehr gute Karriereperspektiven
- leistungsgerechte Verdienstmöglichkeiten und einen Arbeitsplatz mit flexiblen Arbeitszeiten
- Schulungen und Unterstützung aus allen Bereichen
- ein motiviertes und dynamisches Team
- Kaffee, Obst und Getränke stehen zur freien Verfügung
- regelmäßige Team & Company Events

**promostore®**

Promostore GmbH  
Am Lichtbogen 4 · D-45141 Essen

[Bewerbung@promostore.de](mailto:Bewerbung@promostore.de)

Wir freuen uns auf Deine aussagekräftige Bewerbung mit Angabe von Kündigungsfrist und Gehaltsvorstellungen!



Wir sind ein etabliertes, internationales Unternehmen in der Werbemittelbranche. Unser Kerngeschäft ist es, Unternehmen weltweit zu unterstützen, ihre Marke mit Hilfe von Werbeprodukten als strategisches Marketinginstrument zu stärken.

Um unser Wachstumsprogramm zu erfüllen, planen wir, unser deutsches Team in Heimsheim (Raum Stuttgart) zu verstärken. Wir suchen nach motivierten, ehrgeizigen Persönlichkeiten, um neue Positionen zu besetzen.

### KEY ACCOUNT MANAGER/IN

#### Ihr Profil:

Eine abgeschlossene kaufmännische Ausbildung, sowie Erfahrung in der Werbemittelindustrie, bilden die Basis Ihrer Qualifikationen. Sie sind kommunikativ und flexibel, agieren autark und kundenorientiert. Sie haben eine Erfolgsbilanz im Umgang mit globalen Accounts und sprechen fließend mindestens Deutsch und Englisch. Sie sind ein Team Player, kommunizieren und koordinieren die Projekte sicher in enger Zusammenarbeit mit allen beteiligten Abteilungen.

Wir bieten ein sehr vielfältiges und interessantes Tätigkeitsgebiet, ein junges, dynamisches, motiviertes Team, sowie eine leistungsgerechte Bezahlung.

Wir freuen uns auf Ihre schriftliche Bewerbung, inklusive Ihrer Gehaltsvorstellung und Angabe des frühestmöglichen Eintrittstermins. Ihre Zuschriften senden Sie bitte an:

[bewerbung@aslglobal.com](mailto:bewerbung@aslglobal.com)

Additional suppliers can be found in the reference work  
PSI Supplier Finder 2/2017 or online in our  
PSI Product Finder

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



## INSERENTEN-VERZEICHNIS / LIST OF ADVERTISERS

PSI No.	Inserent / Advertiser	Seite / Page			
PSI Partner	656 Editions	63	42809	F. Pecher GmbH	
42299	adamo design GmbH	72		Fabrik für Schreibgeräte	21, 73
16557	Asian Sourcing Link (Germany) GmbH	74	46925	Pins & mehr GmbH & Co. KG	72
48316	CHOCOLISSIMO		42332	Prodir Pagani Pens SA	1
	by MM Brown Deutschland GmbH	13	14964	Promostore Merchandising GmbH	74
42819	Gustav Daiber GmbH	5, 45	PSI Partner	PromoTex Expo - Reed Exhibitions Deutschland GmbH	37
PSI Partner	DKMS	U3 / IBC	44724	PROMOWOLSCH - The Customer Factory	
45720	DREAMPEN Dariusz Libera	7		Wolfgang Schmidt	72
49467	Einkaufswagenlöser.de			PSI - Reed Exhibitions Deutschland GmbH	065, 077
	PINkey AG	72, 73	48295	Relags GmbH	39
41369	elasto form KG	U2 / IFC	48847	Samsonite GmbH	73
41857	EUROSTYLE - Emil Kreher GmbH & Co. KG	27	43416	Schneider Schreibgeräte GmbH	55
43144	FARE - Guenther Fassbender GmbH	19	41308	terminic GmbH	47
42320	Fischer-Import GmbH	73	45188	Topcuir Sprl	69
41615	Geiger-Notes AG	15, 83	49563	Trendy Sport GmbH & Co.KG	67
45666	Halfar System GmbH	43	44970	TRIGON Deutschland GmbH	
41016	Heri-Rigoni GmbH - emotion factory	23		(ehemals SEMO Deutschland GmbH)	3, 073
46235	HERKA GmbH	73	41848	uma Schreibgeräte Ullmann GmbH	25
PSI Partner	Intertek Holding Deutschland GmbH	070-071	PSI Partner	viscom - Reed Exhibitions Deutschland GmbH	33
41545	JUNG BONBONFABRIK GmbH & Co. KG	U4 / OBC	41594	Walz GmbH & Co.KG	41
42706	Kalfany Süße Werbung GmbH & Co. KG	51	44302	Xiving Greengiving BV	72
43358	KLEEN-TEX INDUSTRIES GMBH	74		Beilage / Insert (*Teilaufage / part circulation)	
42438	Lediberg GmbH	17	45767	Bottle Promotions a Tacx International Company	*
48857	Life Safety Products BV	2			
44455	LINOTEX GmbH	72			
PSI Partner	OOH Magazine	59			

# TOP PRODUCT TOPICS IN PSI JOURNAL

Packaged... finished... enchanted! Introduce your ideas and products for Christmas revolving around the themes of Christmas, gift sets, and finishing in the July issue of the PSI Journal.

Issue  
**07**  
2018

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

Copy deadline: 16.5.2018  
Deadline for ads: 5.6.2018

Issue  
**8/9**  
2018

**ECOLOGICAL AND SUSTAINABLE PRODUCTS and COSMETICS AND BODY CARE**

Copy deadline: 22.6.2018  
Deadline for ads: 6.8.2018

Issue  
**10**  
2018

**FESTIVALS AND EVENTS and KNIVES, TOOLS AND SAFETY PRODUCTS**

Copy deadline: 17.8.2018  
Deadline for ads: 5.9.2018

Issue  
**11**  
2018

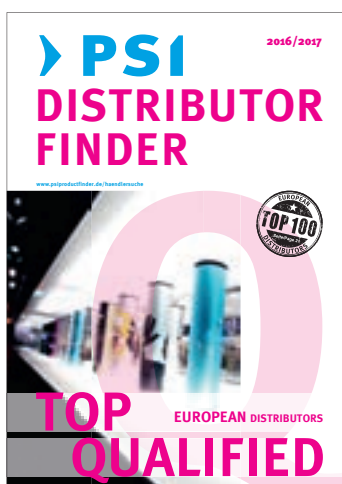
**HOUSEHOLD AND LIVING ACCESSORIES and FASHION, JEWELLERY AND WATCHES**

Copy deadline: 14.9.2018  
Deadline for ads: 5.10.2018



Please don't hesitate to contact the PSI Cross-Media Sales Team at any time for assistance.  
Phone +49 211 90191-114/-150, Fax +49 211 90191-180, e-Mail publishing@psi-network.de

**PSI**



## PSI Distributor Finder | Securing attention

The PSI Distributor Finder lists all current contact details of PSI distributors. Whoever is in the Distributor Finder is found. It offers real win-win opportunities: PSI suppliers can search easier and faster because the Distributor Finder is the **reference work for the field representatives of suppliers**. Promotional product distributors and consultants who are designated as qualified PSI members have the opportunity to **generate new business contacts**. Until **15 August**, distributors can update their entry online for **free** at <http://connect.psi-network.de/datenaktualisierung>.

## PSI FIRST | New concept

Since 2014, the PSI FIRST Club has been presenting new promotional products at the PSI. The concept for 2019 has undergone a fundamental change. **Instead of 50, only a maximum of 25 product innovations** will be admitted. All applications will be **reviewed by an advisory board** for innovativeness and product novelty. The 25 strongest innovations will then be presented exclusively at the 2019 PSI Trade Show. Presentation of the **People's Choice Award has remained**. The specialised audience at the PSI will continue to vote on who will receive the award. More information as well as the application form can be found on <http://connect.psi-network.de/FIRST2018>.



## PSI Distributor Sales | Focus on support

Ralf Uwe Schneider has been Head of Distributor Sales since November 2017. He has reorganised his team in order to **further optimise the availability of contact persons** and to **focus even more on the concerns** and interests **of PSI distributor members**. Specifically, this means:

**Bettina Nettelbeck** is responsible for Germany and the Scandinavian countries (bettina.nettelbeck@reedexpo.de, telephone +49 211 90191-364).

**Walter Paßmann** is the contact person for Austria and Switzerland (walter.passmann@reedexpo.de, telephone +49 211 90191-279).

**Charles Domoraud** is responsible for France, Great Britain, Benelux countries, southern and eastern Europe, Asia, Africa, Central and South America (charles.domoraud@reedexpo.de, telephone + 49 211 90191-298).

**Ralf Uwe Schneider** is the contact person for North America and Oceania (uwe.schneider@reedexpo.de, telephone +49 211 90191-297).

The team will be inviting PSI distributor members to several member meetings in Germany and abroad to provide them with opportunities to meet local contact persons.







# ➤ PSI

The Leading European  
Trade Show of the  
Promotional Products  
Industry

**8–10 January  
Düsseldorf 2019**

**Book your  
stand now!**

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

THE WORLD  
OF ADVERTISING  
AND SELLING

Organised by

 Reed Exhibitions

➤ **PSI**

The Leading European Trade Show  
of the Promotional Products Industry

**PromoTex  
Expo**

International Trade Show  
for Promotion,  
Sports and Workwear

**viscom**   
europe's trade fair  
for visual communication

Wir freuen uns über folgende neue Mitglieder im PSI Netzwerk:  
We are looking forward to welcome the following new members to the PSI network:

### PSI Händler / Distributor

No. 18289	11c ideas - Barry van Eeden, THE NETHERLANDS	www.11cideas.com
No. 17992	2010 Concepts/Foogi BV, THE NETHERLANDS	www.foogi.nl
No. 18035	4Couture.com Ltd, UNITED KINGDOM	www.4couture.com
No. 18046	Absolut Werbeartikel - Markus Hübbers & Andreas Kuhn GbR, GERMANY	www.absolutwerbeartikel.de
No. 18021	ad Worqs - Ufuk Colak, GERMANY	
No. 18236	Agencja Reklamowa Optima - Anita Makarska-Gurgacz, POLAND	www.optima-reklam.com
No. 18157	Art Poetry & Design BV, THE NETHERLANDS	www.artpoetrydesign.nl
No. 9510	Avenir Communication SAS, FRANCE	www.avenir-communication.com
No. 18256	Balance Office Solutions Oy, FINLAND	www.toimistotarvikkeet.com
No. 17965	BH1 Promotions Ltd, UNITED KINGDOM	www.bh1promotions.co.uk
No. 18077	Blikvanger Vof, THE NETHERLANDS	www.blikvanger.com
No. 13934	Brand Xposure Merchandise Ltd., UNITED KINGDOM	www.bxmerchandise.com
No. 18130	BrandSourcery GmbH, AUSTRIA	www.brandsourcery.com
No. 18079	Brandz Ltd., UNITED KINGDOM	www.brandzLtd.com
No. 17999	Bureaucrat Ukraine LLC, UKRAINE	
No. 18067	Cadeaukompas BV, THE NETHERLANDS	www.cadeaukompas.nl
No. 18304	Cant Com SARL, FRANCE	www.mytextilepub.com
No. 17982	CEWE Stiftung & Co. KGaA, GERMANY	www.cewe.de
No. 18024	C-ME PRODUCTS LTD, UNITED KINGDOM	www.cmeproducts.co.uk
No. 18199	Connect Promotions Ltd, IRELAND	www.connectpro.ie
No. 18127	Coredesign A/S, DENMARK	www.coredesign.dk
No. 18201	CP Com Europe SARL, FRANCE	www.cpcom.ez
No. 18018	Dalpa Internacional SA, SPAIN	www.dalpa.es
No. 18319	De Schenker BV, THE NETHERLANDS	www.deschenker.nl
No. 18020	Dektel Solutions Srl, ROMANIA	www.idealgifts.ro
No. 18111	Direct Imaging Ltd., MALTA	www.techprint.com.mt
No. 18098	Dönges Druck u. Medien GmbH, GERMANY	www.gutenberghaus.de
No. 17991	Ducks in a Row BVBA, BELGIUM	www.ducksinarow.be
No. 18159	EDICIONES DEUSTO S.A., SPAIN	www.edeusto.es
No. 18124	EDV-Werbeartikel.de GmbH, GERMANY	www.edv-werbeartikel.de
No. 18168	Efectio Visual Comunicacopmes Y PLV S.L., SPAIN	www.efectiovisual.es
No. 18017	Empremta Barcelona - Anna Franch Barneda, SPAIN	www.empremtabarcelona.com
No. 18234	Epi, S.L., SPAIN	
No. 18144	ESM Branding Ltd., UNITED KINGDOM	www.esmbranding.com
No. 18041	Expen S.c., POLAND	www.expen.pl
No. 15461	Fellows Promotie - Hein van der Mierden, THE NETHERLANDS	www.fellowspromotie.nl
No. 18193	Flubar GmbH, SWITZERLAND	www.flubar.ch
No. 14059	JSC Giftika, LITHUANIA	www.giftika.lt
No. 13218	Gimmeconcepts B.V., THE NETHERLANDS	www.gimmeconcepts.nl
No. 18156	Go Promotional Ltd., UNITED KINGDOM	www.gopromotional.co.uk
No. 9013	Golden Door OY, FINLAND	www.goldendoor.fi
No. 18006	GOLDENBERRY LTD, POLAND	www.goldenberry.com.pl
No. 18204	Graneda SA, SPAIN	www.graneda.es
No. 18047	Griffioen Precious Presents VOF, THE NETHERLANDS	www.griffioen-leiden.nl
No. 18203	Grupo Zeblack Ltd, SPAIN	www.zeblack.es
No. 4729	HOKRA B.V., THE NETHERLANDS	www.hokra.nl
No. 17980	Imagination Specialites - Inc. d/b/a Imagination Branding Jan Nathanson, UNITED STATES	www.imaginationbranding.com
No. 18076	Imagini Bvba, BELGIUM	www.imagini.be
No. 18255	Incentives Plus LTD, UNITED KINGDOM	www.incentivesplus.co.uk
No. 18197	Incoerenze SRL, ITALY	www.ineorenze.it
No. 18068	Innerworkings Europe Ltd., UNITED KINGDOM	www.inwk.com
No. 18290	JCP Communicatie - JCP Groep BV, THE NETHERLANDS	www.jcpgroup.nl
No. 18042	JETTSTUDIO Sp. zoo., POLAND	www.jettstudio.pl
No. 18023	Jute statt Plastik e.K. - Colin Rohwedder, GERMANY	www.jute-statt-plastik.de
No. 16543	Kerstin Hauke New & Trendy, GERMANY	www.newundtrendy.de
No. 18158	Kerstmakelaar - José Wissenburg, THE NETHERLANDS	www.kerstmakelaar.nl
No. 18007	Kidd Promo Ltd., UNITED KINGDOM	www.kiddpromo.com
No. 18185	koni4life Inh. Nicole Kolb, GERMANY	www.koni4life.de
No. 18232	Les Petites Créations de l'Arche - LPCDA SARL, FRANCE	www.lpcda.fr
No. 18013	Logikard Parjetas Plasticas, S.L.U., SPAIN	www.logikard.es
No. 18200	LRG International Ltd, UNITED KINGDOM	www.lrg-international.com
No. 18005	LX Concept Bvba, BELGIUM	www.lxconcept.com



Wir freuen uns über folgende neue Mitglieder im PSI Netzwerk:

We are looking forward to welcome the following new members to the PSI network:

# Neue Mitglieder | New Members

No. 11568	MADOTRADE - Martina & Dominique Schaps GbR, GERMANY	www.madotrade.de
No. 18014	Manic Merchandise Ltd., UNITED KINGDOM	www.manic-merchandise.com
No. 17970	Maranello SA, FRANCE	www.maranello-pp.com
No. 18174	Naschfreunde - K&S HealthyOffice GmbH, GERMANY	www.naschfreunde.de
No. 17995	Panek - Werbeartikel - Inh. Michaela Panek, AUSTRIA	www.panek-werbeartikel.at
No. 8614	Partridge Peartree Promotions Ltd, UNITED KINGDOM	www.partridgepeartree.com
No. 18196	Pikatso Group Belgium, BELGIUM	
No. 17972	Portman Street Limited, UNITED KINGDOM	www.portmanstreet.com
No. 18080	P.P.H. „WAZA“ s.c., POLAND	www.waza.pl
No. 18040	Present Company Ecogadgets - Sabrina Lieveni, BELGIUM	www.ecogadgets.be
No. 14597	Print & Sign Udo Mincke, GERMANY	www.weltmeisterdruck.de
No. 18048	Printservice Deutschland GmbH & Co. KG, GERMANY	www.printservice-deutschland.de
No. 8486	PRO-SALES Promotie Artikelen B.V. - P. Stins, THE NETHERLANDS	www.pro-sales.nl
No. 18231	Products4more Vertriebs- und System GmbH, AUSTRIA	www.meindrucker.net
No. 13480	PROMO SHOP LTD, GEORGIA	www.promoshop.ge
No. 18208	Promofrosch - Inh. Thomas Gjarmati, GERMANY	www.promofrosch.de
No. 18022	Promokay GmbH, SWITZERLAND	www.promokay.com
No. 18145	PROMOPORTAL GmbH, GERMANY	www.promoport.de
No. 5552	Publi-Line sprl, BELGIUM	www.publi-line.be
No. 18202	Publi Regal - Jaume Galceran, ANDORRA	
No. 18160	Screen Holland BV, THE NETHERLANDS	
No. 17190	Smart Graphics VOF, THE NETHERLANDS	www.smartgraphics.nl
No. 18065	Solaser J.P. Freitas LDA, PORTUGAL	www.solaser.pt
No. 18095	Soluciones de Marketing, 2002. S.L., SPAIN	
No. 17981	S&R Pomotion - Inh. Holger Seidl, GERMANY	www.sundr-promotion.de
No. 16570	Stauss Präsente - Ingo Stauss, GERMANY	
No. 18066	TC Branding - TC Group Ltd, UNITED KINGDOM	www.tc-group.co.uk
No. 18069	Tempelman Apeldoorn - E. Troost, THE NETHERLANDS	www.tempelmanapeldoorn.nl
No. 17969	The German Advertising Advantage Inc., CANADA	www.tgaa.ca
No. 17979	TKING ASSOCIATES LTD, UNITED KINGDOM	www.tkingassociates.com
No. 18188	tm sign solutions gmbh, GERMANY	www.tm-sign-solutions.com
No. 8959	Top Idee GmbH, SWITZERLAND	www.topidee.ch
No. 17994	Trele Ltd, UKRAINE	www.trele.com.ua
No. 18034	UR Promotions Ltd., UNITED KINGDOM	www.urpromotions.co.uk
No. 18161	Van der Brugh Promotions - Marcel van der Brugh, THE NETHERLANDS	
No. 15389	Vendredi 13 SARL, FRANCE	www.vendredi-13.fr
No. 17993	VIP Print Ltd., UKRAINE	www.vip-print.ua
No. 18131	VON STROHBURG GbR - Frank Berneburg & Christian Strohmenger, GERMANY	www.von-strohbürg.de
No. 18281	Werbewirksam - Inh. Thorsten Kretschmer, GERMANY	www.werbewirksam.de
No. 18327	Werbezeichen AG, GERMANY	www.werbezeichen.de
No. 18096	Wiener Rauchfangkehrer, Erwerbs- und - Wirtschaftsgenossenschaft mbH, AUSTRIA	www.rauchfangkehrer.wien
No. 16364	ZEST MERCHANDISE - The Printed Image Ltd., IRELAND	

## PSI Lieferanten / Supplier

No. 45190	4smarts GmbH, GERMANY	www.4smarts.eu
No. 44184	A1 Mobile Light Technology GmbH, GERMANY	www.a1-light.de
No. 44151	ADA FUAR ORGANIZASYON TAN.YAY. TEKS.DIS.TIC LTD STI, TURKEY	www.adaseramik.com
No. 44167	AD-N-ART INC, CANADA	www.adnart.com
No. 44117	Agackurdu Ahsap - Ercan Sen, TURKEY	www.agackurdu.com.tr
No. 44192	Agentur Berg - Burkhard Berg, GERMANY	
No. 45160	Amazing Branding Company BVBA, BELGIUM	www.amazingbrands.eu
No. 45181	AMIZO Agnieszka Szymanska, POLAND	www.amizo.pl
No. 44116	Arin Promosyon Sanayi Ticaret Ltd. Sirketi, TURKEY	www.arinpromosyon.com.tr
No. 45151	ArtiPack Packaging BV, THE NETHERLANDS	www.artipack.nl
No. 45115	Bags Direct International Ltd., UNITED KINGDOM	www.bagsdirect.co.uk
No. 44197	Bambook V.O.F., THE NETHERLANDS	www.bambook.org
No. 44143	B2GT Trading - Lda, PORTUGAL	www.b2gtrading.com
No. 47547	Binnerger Fanartikel und Vereinsbedarf GmbH, GERMANY	www.binnerger.de
No. 45130	Bolsas Promocionales.com - Andrea Rap Rona, SPAIN	www.bolsaspromocionales.com
No. 44755	Bosscher International B.V., THE NETHERLANDS	www.bosscher-international.com
No. 44153	Brand Republic di Franco Piovesan, ITALY	
No. 45135	Braufabrik Events UG, GERMANY	www.braufabrik.de
No. 44362	B&W Werbeartikel e.U. - Martin Torker, AUSTRIA	www.bw-werbeartikel.at

## Wir freuen uns über folgende neue Mitglieder im PSI Netzwerk: We are looking forward to welcome the following new members to the PSI network:

No. 45117	Bytplast Ltd., RUSSIAN FEDERATION	www.bytplast.ru
No. 44191	Charging Phone SAS, FRANCE	www.kiwi-box.com
No. 44260	Click-Pack sp. z.o.o., POLAND	www.click-pack.pl
No. 45146	Comercar Plasticos Comercars S.L., SPAIN	www.comercar.com
No. 45169	Cup Trends - Inh. Torsten Schieck, GERMANY	www.cuptrends.de
No. 45183	Damari Werbetaam GmbH, SWITZERLAND	www.damariwerbetaam.ch
No. 46527	DBP Plastics NV, BELGIUM	www.dbp.be
No. 44306	Dream Print Ltd., BULGARIA	www.teniska.eu
No. 45140	DRUCKDURST GmbH, GERMANY	www.druckdurst.com
No. 44256	DRUKPOZNAN.PL - Lukasz Checinski, POLAND	www.drukpoznan.pl
No. 44168	DSG Pro Ltd., RUSSIAN FEDERATION	www.cash-trays.com
No. 45129	Eakin Ltd., IRELAND	www.eakinltd.com
No. 44112	Elta Int. Wholesale GmbH, GERMANY	www.elta.de
No. 45153	Errevi S.R.L., ITALY	www.yetilaghiacciaia.it
No. 44283	escha Inhaber Reiner Schaudt e. K., GERMANY	www.escha.com
No. 45182	Fabor - Mikrotech S.A., POLAND	www.fabor.pl
No. 49692	Factory Direkt - Mark Cuijpers, THE NETHERLANDS	www.factorydirect.nl
No. 46500	Farfaglia Evoluzioni Grafiche SRL, ITALY	www.farfaglia.it
No. 45156	F&F Products b.v., THE NETHERLANDS	www.fandfproducts.com
No. 45144	FLYERALARM Promotion Drinks GmbH, GERMANY	www.flyeralarm-promotiondrinks.com
No. 45127	Flyvision Kft., HUNGARY	www.flyvision.hu
No. 45189	Foodys-Drinks & Werbegoodies GmbH, AUSTRIA	www.foodys.at
No. 45149	Garda of Sweden AB, SWEDEN	www.garda.se
No. 45128	GBO Innovation makers BV, THE NETHERLANDS	www.gbo.eu
No. 47052	GIFT STAR - Piotr Zielinski, POLAND	www.giftstar.pl
No. 45192	Glasmark Sp. z o.o., POLAND	www.glasmark.pl
No. 44131	GOS Tekstil Aksesuar Metal ve Makine Paz. Ithalat - Ihracat San. ve Tic. Ltd. Sti, TURKEY	www.gos.com.tr
No. 45468	Goya - Importaciones y Distribuciones, S.L., SPAIN	www.ggoya.com
No. 45148	GTL - Parts GbR - Thomas Zintl, Georg Helmut Schöttker, GERMANY	www.dust-boy.de
No. 45166	Guapa Produkcja Sp. z.o.o., POLAND	www.guapa.pl
No. 44335	Gway promo ltd, CROATIA	www.g-way.hr
No. 44296	Hakan Reklam San Ve Tic AS, TURKEY	www.hakanreklam.com.tr
No. 45178	Hazet-Werk Hermann Zerver GmbH & Co. KG, GERMANY	www.hazet.de
No. 45185	IBSI Business Services & Trading - Juping Wang e.Kfr., GERMANY	
No. 45145	iClick Inc., UNITED STATES	www.iclick.com
No. 45162	ide.co GmbH, GERMANY	www.ideco-glas.de
No. 45193	ID-Sneakers - BrandYourShoes SL, SPAIN	www.idsneakers.com
No. 44501	InterPro Brands GmbH & Co. KG., GERMANY	www.interprobrands.com
No. 44968	I.T.-GRAF d.o.o., CROATIA	www.it-graf.hr
No. 44354	Ivory Ceramics Sp. z.o.o., POLAND	www.ivory.com.pl
No. 44198	JK Products B.V., THE NETHERLANDS	www.jk-products.nl
No. 45163	Jotan - J. Jamroz J. Jamroz K. Jamroz SpJ., POLAND	www.jotan.pl
No. 48245	JUTEKO GmbH, GERMANY	www.juteko.de
No. 45164	K.Noah GmbH, AUSTRIA	www.knoah.at
No. 45157	Krinell GmbH - Printbrokers & Promoprofis, AUSTRIA	www.krinell.at
No. 44107	Laser 3D Witold Szylderowicz, POLAND	www.laser3d.ol
No. 47605	LEVETTA S.r.l., ITALY	www.levetta.com
No. 44268	LOWELL SRL, ITALY	www.lowell.it
No. 47355	Lucrin Ltd., SWITZERLAND	www.lucrin.com
No. 44118	Lupo Print and Pack Matb. San Dis Tic Ltd Sti, TURKEY	www.lupoprint.com
No. 44778	M & M Gebäudemanagement GmbH, GERMANY	www.maximo-shop.de
No. 45154	Mafali Sarl, FRANCE	www.mafali.com
No. 45143	magballs gmbh, GERMANY	www.magballs.de
No. 45165	Magenta-R Kft., HUNGARY	www.magentar.hu
No. 44321	Mahlgrad GmbH, GERMANY	www.pottkorn.de
No. 44441	Manufaktura Czekolady Sp. z.o.o., POLAND	www.manufakturaczekolady.pl
No. 49384	May Atki Market Etiket Dokuma San Tic Ltd. Sti, TURKEY	www.mayatki.com.tr
No. 45137	Modes Etiket ve Promosyon Hed. - Esya. San. Tic. Ltd. Sti., TURKEY	www.promodpromotion.com
No. 44203	Mor Elma Kozmetik Kırtasiye Tekstil - Ürünleri Reklam ve tanitim Hiz. Ins. Tic., TURKEY	www.morelma.com.tr
No. 48393	More Kagit San. Ve Tic. Ltd. Sti., TURKEY	www.morekagit.com.tr
No. 44161	mycoffeebag Alexander Streck, GERMANY	www.mycoffeebag.de
No. 44146	MyDoli UG (haftungsbeschränkt), GERMANY	www.doli-bottles.com
No. 43532	NBL Vitolo Srl, ITALY	www.nblvitolo.com
No. 45138	NMTech Europe GmbH, GERMANY	www.fenice-lifestyle.com

## Wir freuen uns über folgende neue Mitglieder im PSI Netzwerk:

We are looking forward to welcome the following new members to the PSI network:

# Neue Mitglieder | New Members

No. 45175	Nuans Sapka Promosyon - Urunleri Tekstil San. Tic. Ltd. Sti., TURKEY	www.nuanssapka.com.tr
No. 44264	OEX E-Business Sp. z.o.o., POLAND	www.tinbox.pl
No. 45155	Orel Print Logology Ltd, ISRAEL	www.orelkd.com.co.il
No. 45141	Pabst Far East Services GmbH, GERMANY	www.pabst-fes.com
No. 45187	Pakodruk sp. z o.o., POLAND	www.pakodruk.com
No. 45132	Party Space Bvba, BELGIUM	www.partyspace.eu
No. 45172	POSTERFIX S.L., SPAIN www.posterfix.es	
No. 44406	Präsentstudio SOENNECKEN e.K. - Thomas Heinemann, GERMANY	www.praesentstudio.de
No. 45174	Produkt KG - PrintShirt.at, AUSTRIA	www.printshirt.at
No. 48106	Produktionsteam Gesellschaft - für Medienproduktion mbH, GERMANY	www.produktions-team.de
No. 45133	Promoballs.eu BV, THE NETHERLANDS	www.promoballs.eu
No. 44237	Promogifts Noord - Marga Kooops, THE NETHERLANDS	www.promogiftsnoord.nl
No. 45158	PTN Healthcare GmbH, GERMANY	www.ptn-healthcare.de
No. 45147	Sami Bektas Ogullari Semsye - ve Tekstil San. Tic. Ltd. Sti., TURKEY	www.snot.com.tr
No. 44315	schrema werbung KG, GERMANY	www.schrema.de
No. 44106	SCHÜNKE GmbH, GERMANY	www.schuenke.gmbh
No. 44219	Sentinel Cataluna S.L., SPAIN	www.sentinelcat.com
No. 45161	Seterie Mosconi - di Mosconi Lorenzo Unipersonale, ITALY	www.seteriemosconi.com
No. 45191	Siband.pl - KTA.PL HRANKOWSKA I KANAS SP. J, POLAND	www.siband.pl
No. 44866	Sizzpack - Julian Bendel, GERMANY	www.sizzpack.de
No. 44509	Smart Graphics VOF, THE NETHERLANDS	www.smartgraphics.nl
No. 45139	Specter Trade & Consulting KG, GERMANY	www.specter-trade-consulting.agency
No. 44148	SPL Technik GmbH, GERMANY	www.spl-world.de
No. 45179	Starsmade SA, BELGIUM	www.starsmade.com
No. 44123	Stickmaschinen Center Köln - Werbetechnik Gerd Wüstner, GERMANY	www.stickmaschinen-center.de
No. 45134	Studio Kolor s.c. - A. Ziomek, U.Krymska, POLAND	www.studiokolor.com.pl
No. 44421	Superwaste.nl B.V., THE NETHERLANDS	www.superwaste.eu
No. 48095	TEXMARKET GMBH, ITALY	www.texmarket.it
No. 44199	THE DUKE Destillerie Maximilian Schauerte, GERMANY	www.theduke-gin.de
No. 45136	THYS NV, BELGIUM	www.thys.eu
No. 45188	Topcuir Sprl, BELGIUM	www.torocorp.com
No. 45177	Traritrara GmbH, SWITZERLAND	www.squeasy.ch
No. 45186	Ukko Schnapps - Ukko Finland Oy, FINLAND	www.ukkoschnapps.fi
No. 44185	UNIPRINT 3 Ltd., BULGARIA	
No. 44149	Unique Innovations UG, GERMANY	www.unique-innovations.eu
No. 45173	UTAL Sp. z.o.o., POLAND	www.atal.pl
No. 45850	VOG Tekstil Prom. San ve Tic. A.S., TURKEY	www.vogtekstil.com
No. 44286	Vulkan Brauerei GmbH & Co. KG, GERMANY	www.vulkan-brauerei.de

No. 47142 VULPUS TRADING Mag. Klaus Fuchs, AUSTRIA

www.chok-chai.at



Die Vielfalt und Einzigartigkeit der thailändischen Küche ist weltbekannt. Ebenso der nicht zu leugnende Trend, wenn nicht zu sagen der „Hype“, nach asiatischem Essen und gesunder Ernährung. Chok Chai liefert authentische Zutaten um diese einzigartigen Geschmäcker und Aromen nun auch dem Werbemittelhandel an Hand zu geben. Dazu lässt das Unternehmen massive Holzboxen in Österreich fertigen, die durch körperlich beeinträchtigte Menschen mit zuvor abgefüllten und etikettierten Gewürzgläsern bestückt werden. Chok Chai Gewürze bieten eine hohe Würzkraft, ein herrliches Aroma und beinhalten weder Farb-, Konservierungs-, Zusatzstoffe oder irgendwelche Geschmacksverstärker. Das Sortiment ist, mit wenigen Ausnahmen, auch vegan. Chok Chai wird auf der kommende PSI 2018 in Halle 9L34 vertreten sein. Produkt und weiterführende Informationen unter: VULPUS Trading · Parzhofstr. 1 · AT-4040 Linz  
www.chok-chai.at · werbemittel@chok-chai.at · Tel. AT: +43 699 100 48 595

Vertriebsbüro Deutschland – BENELUX – Schweiz:  
team-d@chok-chai.de · Tel. D: +49 2181 479100

No. 45150	werbegrün - Verpackungen - Die Kartonagenmanufaktur Inh. Oliver Hampe, GERMANY	www.werbegruen.de
No. 45180	WIRmachenDRUCK GmbH, GERMANY	www.wir-machen-druck.de
No. 49305	WP International GmbH, GERMANY	www.w-p-international.com
No. 44109	WWF Verlagsgesellschaft mbH, GERMANY	www.wwf-medien.de
No. 44302	Xiving - Greengiving BV, THE NETHERLANDS	www.xiving.com
No. 45168	ZARA TANITIM REKLAM TURIZM - ITH IHR. LTD STI, TURKEY	www.sopromo.com



# And yet another European law

**S**trictly speaking, it is not a law but a regulation. A European regulation no longer has to be transposed into national law, it is immediately valid. As is the case with the GDPR, the General Data Protection Regulation, since the end of May. Not that it came as a surprise. But like Christmas, it suddenly felt like it was just around the corner. Just a few days before it came into force, brochures and seminars were being conjured up out of thin air. Everywhere there were crisis meetings in which necessary measures for the implementation of the regulation in one's own company were discussed. A huge expense for companies.

Of course, protecting personal data in today's digital age is more important than ever. As early as the year 1970, the world's first data protection law was adopted in Germany. Other countries in Europe followed.

Ever since the scandals – most recently at Facebook – it has become clear how important this issue is for each of us. For the small companies in the promotional product industry, however, the new regulation is a further burden considering the abundance of laws to be observed when selling and marketing promotional products. The many non-law-based regulations in companies – especially the compliance regulations – play their part, too.

As is often the case, the most affected are the little ones. And the big companies? The many reputable companies have certainly done their homework. However, such a law should and must hurt the black sheep. But will it really do that? That would be a fine of 4 per cent of annual turnover, Mr. Zuckerberg...

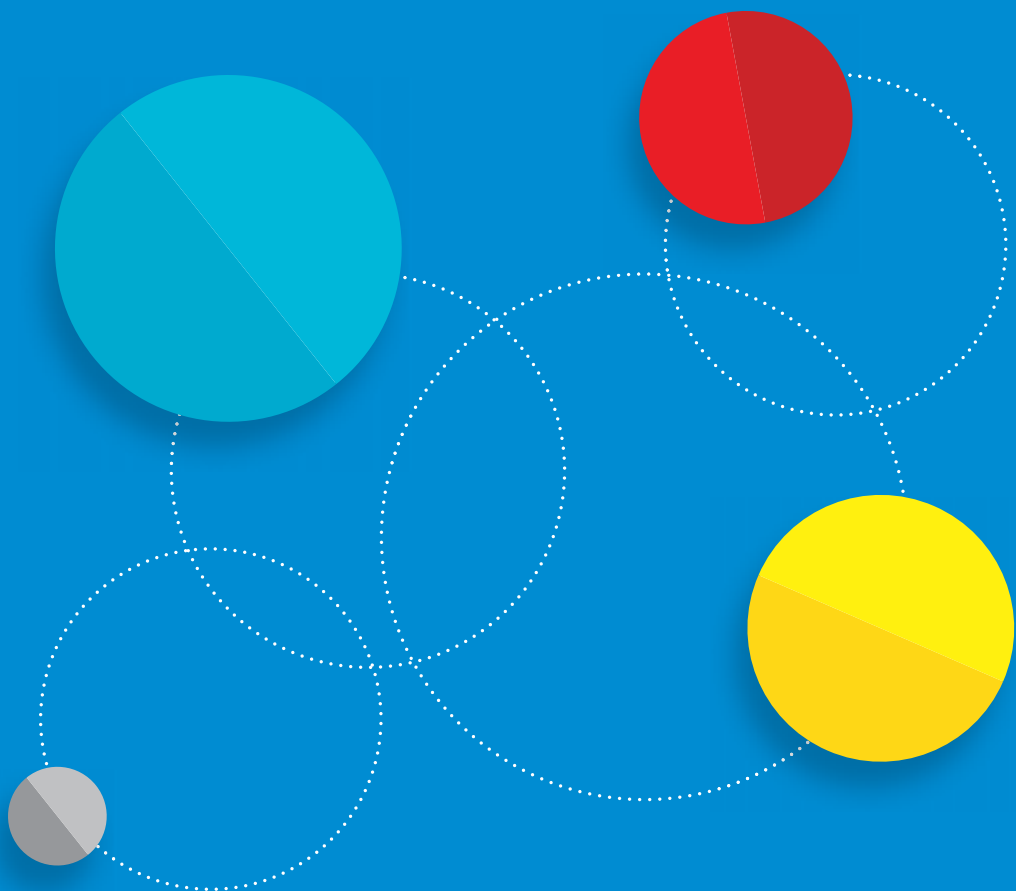
Best regards,



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



vernetzen | verkaufen | gewinnen\*





## Is it Christmastime again?

The question in the title and from its questioner is certainly still vivid in the memory of many German television viewers – although the TV commercial was a long time ago. However, this is the exception for this form of advertising and can be attributed to the popularity of the questioner. Personally delivered (ideally personalised) promotional products that elegantly and aesthetically signalise a special appreciation of the intended recipient have a proven long-lasting and sustainable impact – especially in the period before the festivity of festivities. But those who want to leave a lasting impression plan for the long term and already choose the right products for this purpose. We have a fine selection in the July issue – including from the theme “Dine and enjoy”.

**Please give some thought to the product topics of the August/September 2018 issue with the topic groups “Ecological and sustainable products” as well as “Cosmetics and care products for well-being” and send your product presentations (image and text) not later than 22 June 2018 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de**

## High-quality implementation of your own ideas



Picture calendars are expressions of special value. Emotional motifs touch the viewer and repeatedly attract attention. An individual design can enhance their impact. Even in the age of increasing digitalisation, picture calendars are enjoying unabated popularity, as shown by the sales figures of the trade. In order to put an individual idea in the right light, however, WALTER Medien recently opened a digital calendar workshop.

## Trends & Brands



In a smart way, they introduce the reader to the world of promotional products. Colourful, pleasing, diversely designed and at the same time informative, entertaining and clever, the latest developments, trends and their representatives are presented in the “Trends & Brands” section: original and stylish promotional products, brand-name and design products. Allow yourself to be amazed by what we are conjuring up this time from the treasure troves of the industry.

## Imprint

Published exclusively for the promotional products trade

by PSI Promotional Product Service Institute,  
Reed Exhibitions Deutschland GmbH  
Völklinger Straße 4, D-40219 Düsseldorf  
Tel.: +49 211 90191-0  
Fax: +49 211 90191-180  
Internet: www.psi-network.de

**Publisher:** Michael Freter

**Management:** Hans-Joachim Erbel, André Weijde

**Editing:** Edit Line Verlags- und Produktions-GmbH  
Dekan-Laist-Straße 17, 55129 Mainz  
by order of PSI GmbH

**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 Heidebüchel

**Advertising Sales Manager:** Lars Kessler

**Key Accounts**

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

**Cross Media Sales**

**Senior Sales Manager:** Senja Menzel,  
senja.menzel@reedexpo.de

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

**Junior Sales Manager:** Julian Coronato,  
julian.coronato@reedexpo.de  
Marina Eickhaus,  
marina.eickhaus@reedexpo.de

**Regional Contacts**

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

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

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

**Turkey:** Istexpo  
Ismail Sezen,  
ismail@istexpo.com

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

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

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

**Photos:** Lars Behrendt, Ursula Geppert, Martin Höchemer,  
Anke Zimmermann. The title theme and editorial content include the  
use of photos from www.fotolia.de.

**Translations:** Translanguage, D-40885 Ratingen

**Printing:** Kössinger AG  
D-84069 Schierling

Advertisement price list no. 49 of 1 October 2017 applies.

ISSN number 1436-6193

Signed articles reflect only the opinion of the author. The publisher  
shall assume no liability for unsolicited manuscripts, photos and  
other documents. Return only if return postage has been paid  
(likewise no liability).

For members of the PSI, the subscription price is included in the  
membership fee.





WIR BESIEGEN BLUTKREBS

# „MEIN BLUT WAR KAPUTT.“

Marlon, geheilter Blutkrebspatient

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

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

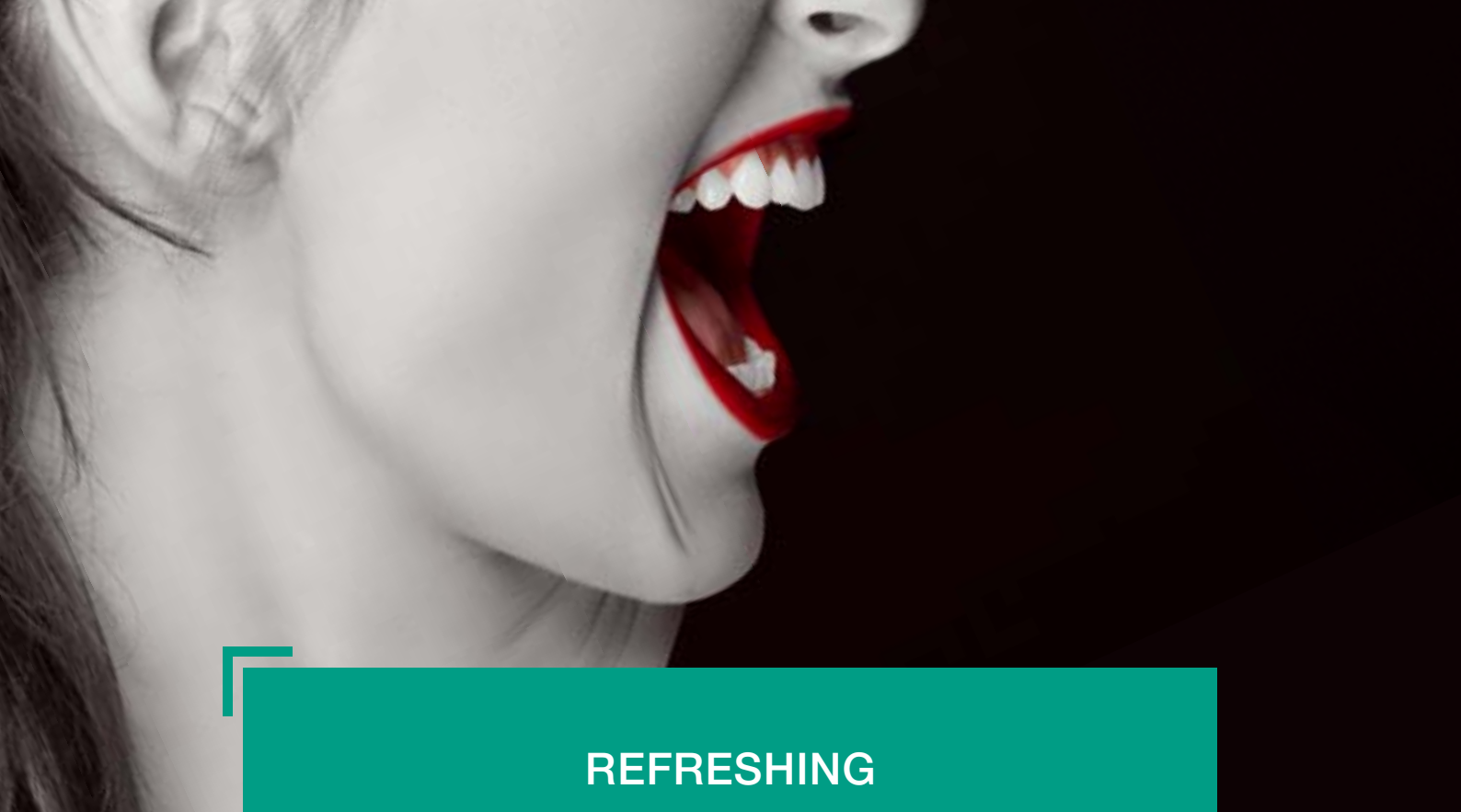
**Jetzt registrieren auf [dkms.de](https://dkms.de)**

**Mund auf. Stäbchen rein. Spender sein!**



Mehr Geschichten auf





# REFRESHING PROMOTIONAL IDEAS



ADVERTISING MEDIUM MENTOS MINI

SLIM BOX MINI

FLAT BOX