

PS1

EUROPE

PSI Journal

International Magazine

For Promotional

Products

July 2018

Volume 57



Albina Pen

Dragon Gifts

A matter close to her heart

Product Guide

Christmas, gift sets, finishes

Laid table and gourmet food

Stedman

5 product lines

and 18 new styles

Walter Medien

Digital calendar

workshop



GDPR in practice
Challenge
for the industry

NEU

JETZT KATALOG
ANFORDERN!



EXKLUSIVE WEIHNACHTSPRÄSENTE



PREMIUM ADVENTSKALENDER

DIE ADVENTSKALENDER-EXPERTEN: UNSERE QUALITÄT MACHT DEN UNTERSCHIED!



Adventskalender mit
Bio-Vollmilchschokolade



Adventskalender
„Stern“



SCHOKOTÄFELCHEN

Adventskalender-Haus
„Ritter SPORT“



3D Adventskalender
„Transporter“

24 TAGE IM MITTELPUNKT: INDIVIDUELL BEDRUCKBARE ADVENTSKALENDER IN PREMIUM-QUALITÄT!

Individuell bedruckte Adventskalender zählen zu den beliebtesten Werbemitteln in der Weihnachtszeit. Kein Wunder: Sie drücken damit gegenüber Kunden, Mitarbeitern und Lieferanten Ihre Wertschätzung aus! Die Werbung bleibt garantiert 24 Tage im Mittelpunkt, ohne in der Flut der Weihnachtspost „unterzugehen“. Gleich Katalog und Muster unter www.cd-lux.de bzw. info@cd-lux.de anfordern.



Die Adventskalender-Experten:

Mehr Begeisterung. Mehr Möglichkeiten. Mehr Service.

Hotline: 09971-85 71 0 | info@cd-lux.de | www.cd-lux.de

CD LUX
DIE ADVENTSKALENDER EXPERTEN



Editorial

Great textile opportunities

Like many industries, the textile industry must also undergo a massive transformation. Digitalisation and individualisation are already being used extensively in production. Companies like adidas and Nike recognised this early on. Individually assembled shoe models have been around for several years. This creates feelings of personal fulfilment and loyalty on the part of the customer. The Speed-factory makes it possible. What is common in sports shoes can be applied to clothing. The printing industry has long since internalised 4.0.

There are also eco-textiles, i.e. ecologically sustainable and fairly manufactured products. Here, too, well-known companies and hip start-ups are working on solutions to soothe the bad conscience of many consumers. What was yesterday an expression of the lifestyle of elitist circles is becoming more and more mainstream. A trend that the promotional product industry cannot ignore. Major corporations are already making massive efforts to ensure that the functionality and design of their promotional products are accompanied by sustainability and fairness.

And smart or technical textiles are on the agenda for the future. Bags change their colour with the climate, Levi's and Google are working on a cyclist jacket with a built-in navigation system, and Nike is working on shoes with adaptive laces. Sports shirts with pedometers and blood-pressure gauges have already been presented at trade shows for smart textiles. Exciting times for those who operate in the field of textiles – also in the promotional product industry. New materials create new opportunities. A complete rethink is called for here as well. It creates completely new business models. Enormous potential lies in the area of branded leisure and sports textiles. New sports such as eSports have been filling big stadiums in Asia for a long time. Even the "German Darts Masters" did not feel out of place in the Schalke Arena, quite the contrary. In the USA, every winery has its own merchandising shop – mainly featuring textiles. Incidentally, every other company as well. In this field alone, there is still a lot to do in Europe.

For this reason, the upcoming PSI with the two trade shows PromoTex Expo and viscom at its side will be as exciting as ever. Tradition and high-tech will also reach out to promotional products, textiles and advertising technology. What was impossible yesterday is already a trend today. And the best part is that PSI members have access to the entire future that lies in these trade shows.

I hope to see you there and to talk it over.

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

DS8

unique details,
infinite variety.



Prodir GmbH
Hotline: 06762 - 4069-0

Prodir is a trademark
of Pagani Pens SA

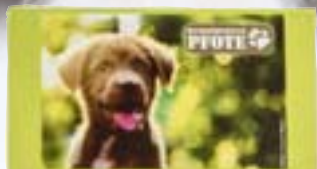
—
prodir.com
open.prodir.com

Personality pens.
Swiss made.

prodir®



Dog treat pack



Dog treat can



Walkie bags



Photo credit: fotolia.com © wamue / fotolia.com © S.H. exclusiv / fotolia.com © stockphoto-graf

TRENDS & BRANDS

4

MARKET RESEARCH

8

FOCUS

General Data Protection Regulation (GDPR):
A challenge for the industry

10

PRODUCT GUIDE

Christmas, gift sets, finishes

18

INDUSTRY

Companies, Events, Markets

42

ztv: Experiencing logistics at first hand

46

PIAP: New Management Board has been appointed

48

PRODUCT GUIDE

Laid table and gourmet food

50

COMPANY

Stedman: 5 product lines and 18 new styles

64

BUSINESS

Intertek: Pins and their pitfalls

66

Walter Medien: Digital calendar workshop

68

PORTRAIT

Albina Pen: A matter close to her heart

70

PRODUCT GUIDE

Innovative Products

74

MY PSI

88

OPINION

94

PREVIEW – IMPRINT

96



GDPR: A challenge for the industry

10

The General Data Protection Regulation, which came into force on 25 May, is complicated and still raises many questions. For companies, the implementation of the measures involves an enormous effort. We asked around in the industry how distributors and suppliers have repositioned themselves in terms of data protection.



Product Guide

18

A beautifully laid table enhances the enjoyment of a tasty meal. And anything that is beautiful and tastes good is also remembered. Not only at Christmas time. No matter if Advent and Christmas beautifully laid tables – there are gorgeous as well as practical gifts and products for every topic.

Stedman: 5 product lines and 18 new styles

64

The traditional Stedman brand boasts more than six decades of experience in producing clothing that is just as useful as it is contemporary. Today it is one of the most successful European brands for high-quality promotional textiles. The new collection includes 134 styles for men, women and children, including 18 new styles.



Albina Pen: A matter close to her heart

70

The success of Albina Pen, co-founder and managing director of Dragon Gifts, in the promotional product industry has evolved over the years. If you want to understand how and why the Russian woman has become that successful, you need to take a closer look at her career. That is why she offered the PSI Journal an insight into her life and her life's work.



Frische Ideen in Plüsch!

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

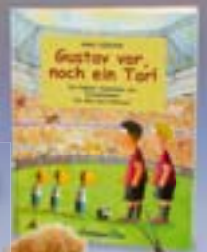
NEU!

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

2Go takes a new approach

The PSI 2018 was the first trade show worldwide to introduce a 2Go deposit system for porcelain cups. It was supported by 2Go specialist Mahlwerck. As Recup has proven, a deposit system can even work outside of a trade show. The Recup is a returnable cup that can be returned to the partner cafes of the company. After it is returned, the cup is cleaned for the user. Recup calls this "sustainability when passing by, so to speak." www.recup.de



All-in-one instead of only to go

Travel mug COLUMBIA with coffee grinder and strainer for making coffee
Asgard Sp. z.o.o.
www.asgard.gifts
PSI 49556

Coffee2Grow comes before Coffee2Go

Coffee tree
Multiflower GmbH
www.multiflower.de
PSI 45974



Coffee time is anytime

Coffee pot as a quartz wall clock
TechnoTrade
www.technotrade-berlin.de
PSI 43817



Sustainability as a lifestyle

The Hannoccino mug, an environmentally friendly reusable mug available at over 150 locations in Hannover, has been awarded the GreenTecAward 2018 in the Lifestyle category. "It consists of biopolymers, natural resins, cellulose and natural reinforcing fibres and is therefore biodegradable. With more than 500,000 inhabitants, Hannover operates the largest municipal deposit system for to-go drinks nationwide," reports the brands association Markenverband on its website markenverband.de. Sustainability is attractive – in every respect.



SCHWARZ WIE DIE NACHT

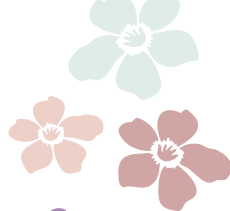
Der Eyecatcher für Events, als Präsent oder für besondere Anlässe.



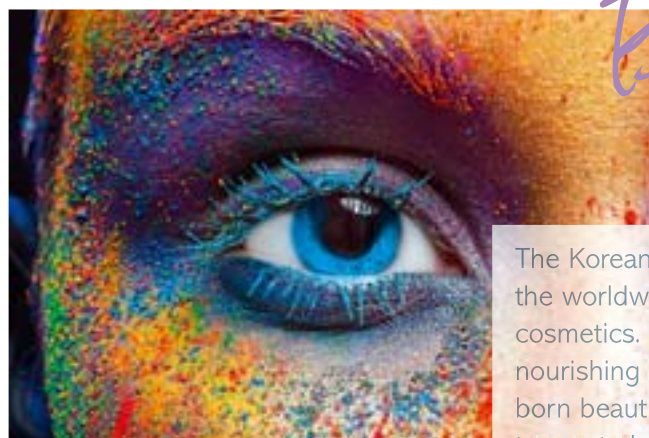
NIGHT-BOOK

Ein ungewöhnliches Notizbuch, das garantiert auffällt: Inhalt aus durchgefärbtem schwarzen Papier, hochwertige Volleausstattung in schwarz. Dank des Kugelschreibers mit Silbermine lassen sich die Seiten wirkungsvoll beschriften. Der Werbeeindruck erfolgt als Prägung, Siebdruck oder Siebdruck-Digital. www.geiger-notes.ag

geiger  notes



Beauty wave from Asia



The Korean term “Hallyu” means “Korean wave” and describes the worldwide enthusiasm for South Korean trends – also in cosmetics. Discipline and efficiency are reflected in the area of nourishing cosmetics. “Get-it Beauty” is the motto. We are not born beautiful. Beauty is acquired is the philosophy. People seek to create beauty through expert tricks. And they recommend layering, i.e. the use of different products on top of each other. Laissez-faire is not hip when it comes to beauty. So far according to the magazine Zeit in its article “South Korea: K for Kool” on 31 January 2018.

Sweet beauty

Fruit gum with Versiol for firmer skin, reducing cellulite and wrinkles.

Puckered lips fruit gum

Kalfany Süße Werbung GmbH & Co. KG

www.ksw24.com

PSI 42706



Naturally beautiful

Shampoo with Fairtrade olive oil from Palestine and Fairtrade coffee from Bolivia

Fair Squared Shampoo Coffee

Fair Squared GmbH

www.fairtradepromotions.com

PSI 46751



Wonderfully nice

To what extent this trend can assert itself here remains to be seen. The promotional product industry in Germany already offers natural products for beauty and products for natural beauty. And as we know, beauty lies in the eye of the beholder.

Rosy prospects

Hand peeling and cream, nail cream and file: la vie en rose.

French Rose

Römer Wellness

www.roemer-wellness.de

PSI 46887





Deutscher Nachhaltigkeitspreis Forschung



Ehrenpreisträger Prince Charles



Deutscher Nachhaltigkeitspreis für Kommunen



Ehrenpreisträger António Guterres



Deutscher Nachhaltigkeitspreis Unternehmen



Ehrenpreisträgerin Annie Lennox

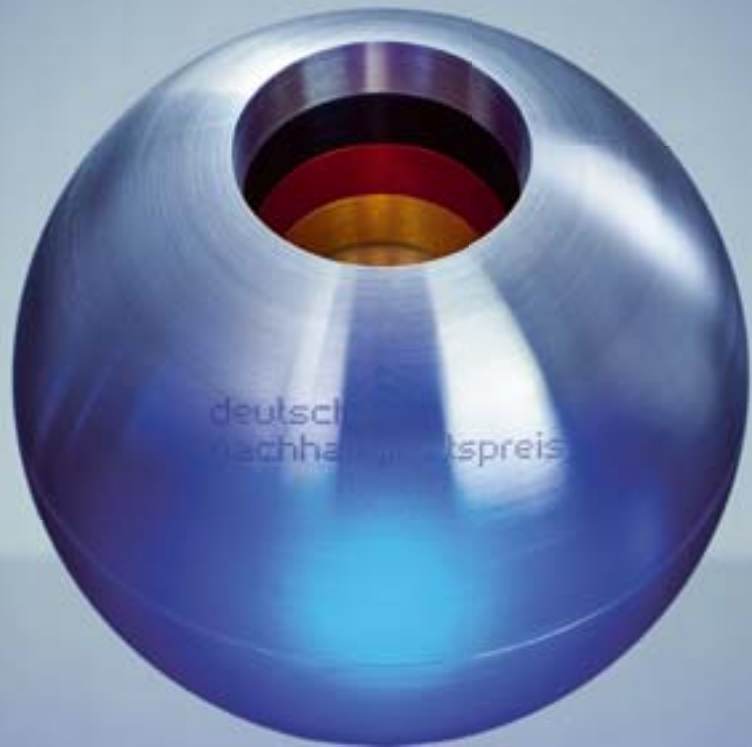


Ehrenpreisträger Ban Ki-moon

SUSTAINABILITY MADE IN GERMANY.

Zum 11. Mal zeichnet der Deutsche Nachhaltigkeitspreis Menschen aus, die sich erfolgreich den Herausforderungen der Zukunft stellen. Er prämiert die Geschäftsmodelle von morgen, die besten Ideen für die Städte der Zukunft und Forschung, die den Wandel zu nachhaltigem Leben und Wirtschaften möglich machen. Ehrenpreise gehen an prominente Ikonen des humanitären und ökologischen Engagements.

Am Abend des 7. Dezembers 2018 werden in Düsseldorf der Deutsche Nachhaltigkeitspreis sowie der Next Economy Award im Rahmen des Deutschen Nachhaltigkeitstages verliehen, dem meistbesuchten nationalen Kongress zur Nachhaltigkeit.



#DNP11

WWW.NACHHALTIGKEITSPREIS.DE

f i n /nachhaltigkeitspreis t @_DNP_

88

billion
US dollars
was invested
in digital
advertising

in the USA in 2017. A new record, according to the latest Internet Advertising Revenue Report conducted by Interactive Advertising Bureau (IAB).

53.3%

of advertising companies in the industry indicated in the latest PSI Industry Barometer that they rely on the particularly good advice of a promotional product distributor when choosing a promotional product.

40.2 per cent

of global advertising expenditure will be on the web this year. This is evident from the current forecast by Zenith. According to *horizont.net*, the shift of budgets towards digital advertising will continue. An alarming figure for the promotional product industry.

23.3 billion

US dollars of sales was generated by the US promotional product market according to the PPAI Sales Volume Survey. According to PPAI (Promotional Products Association International), this represents an increase of 9.3 per cent over the previous year.

800 million

euros will flow into Influencer marketing in this country in 2020 according to a forecast by Goldmedia. According to *horizon.net*, advertising spending of 990 million euros is already approaching the billion euro threshold in the DACH region.

8 hours

as a traditional working day is outdated according to the findings of many researchers who also consider excessive overtime a waste of time, says the *WirtschaftsWoche*. More work does not increase productivity, says management professor Morten Hansen of Berkeley University, California.

410 million

euros is the starting sum the EU wants to make available to start-ups in the future to prevent them from migrating to the USA, writes *horizont.net*.

HOME & LIVING



INTERNATIONAL
ISSUE 2018

AUSSTECHFÖRMCHEN-
SET COOKIE



Art. 56-0304398

INSPIRION
► TRADING IDEAS

SO SCHMECKT WEIHNACHTEN

Weihnachtliche Highlights finden Sie ab August im neuen Katalog
CHRISTMAS SPECIAL oder unter www.promotiontops.de !

Verlieren Sie keine Zeit, bestellen Sie jetzt! · Tel.: +49 421-5227-0 · Fax: +49 421-5227-403

General Data Protection Regulation (GDPR) in practice

A challenge for

In recent months, the General Data Protection Regulation was on everyone's lips. Professional associations, media and chambers of commerce provided information, and GWW also published an excellent brochure and held seminars. The closer the 25th of May approached, the more the anxiety increased, the more hectic the preparations became. All companies in the industry are affected and most of them have developed strategies and measures in recent months to comply with the new standards. Nevertheless, there is still great uncertainty as to whether all requirements have been met and they are on the right track. While not everything was perfect for many companies by the deadline, at least the tasks are clearly formulated and much of them have been done. There should not be a company that has not yet dealt with the topic.

Free movement of data in the EU single market

What is the GDPR about? The regulation does not fundamentally change the conception and, to a large extent, the detailed provisions of the applicable data protection law. In many cases, the provisions of the EC Data Protection Directive 95/46, which forms the basis of the German Data Protection Act (BDSG), were adopted. Many of the principles enshrined therein have been updated and modernised, but there are also new requirements – with the declared goal of ensuring protection of privacy. On the whole, EU citizens should be able to gain more control

The General Data Protection Regulation, which came into force on 25 May and is essentially designed to give EU citizens more control over their personal data, is complicated and still raises many questions. For companies, the implementation of the measures involves an enormous effort. We asked around in the industry how distributors and suppliers have repositioned themselves in terms of data protection.

the industry

and access to their personal data, regardless of where the data is transmitted and where it is stored or processed. This is also increasingly taking place outside the EU, especially in the case of internationally operating companies on the Internet. According to the EU, the GDPR also aims to facilitate the free movement of data throughout the digital single market, thereby opening up new opportunities for smaller companies in particular.

Uniform European data protection law

The GDPR establishes a uniform European data protection law that guarantees legal certainty for businesses and a uniform EU level of data protection for all citizens. Companies have only one central supervisory authority. The one-stop-shop, as a single point of contact, aims to improve cooperation between data protection authorities in all matters affecting Europe as a whole. This should make it easier and cheaper to do business across the EU. The free exchange of personal data is now possible. The same rules apply to all companies, irrespective of where they are located: even companies based outside Europe that offer goods or services in the EU must comply with the new rules. This means a level playing field for all suppliers. Stricter sanctions should enforce the implementation of the data protection law. Data protectionists hope that the possibility of imposing large fines will be an effective instrument to place the onus on the major Internet service providers and social media operators. Among other things, activists want to act against their “forced consents”, without which one cannot yet use these services.

Strengthened rights of the individual

For those affected, any processing of their data must be transparent. Everyone has the right to transparent and comprehensible information about all personal data. Already during the query, the purpose, recipients, the responsibilities, the storage duration a.s.o. must be explained. As a central instrument of clarification, the data protection statement must, as a rule, be revised. If the purpose of the data storage changes, the person affected must be informed. In addition, a right to correction of false data

and restriction is enshrined if there are any doubts as to the correctness and basis of the data processing. The right to be forgotten is a central right within the GDPR. Consequently, a person may request that their data be erased if there is no legitimate reason for storage and processing. In addition, the processor must actively delete the data in this case. It is assumed, however, that the person affected takes care of what happens to his data and asserts his rights. This is a common criticism as this is considered unrealistic.

Data protection should go without saying

A new right to data portability allows individuals to transfer their data from one provider to another. To this end, the data must be provided in a structured, common and machine-readable format. The data transfer must not be hindered. Every citizen has the right to know if his or her data has been misused. Affected persons must be informed as quickly as possible about any high-risk violations. In addition, companies and organisations must notify national regulators of any data protection breaches that have created a risk for those affected. According to the principles of “Privacy by Design” and “Privacy by Default”, the technology (design) of the data processing must be developed from the outset in the spirit of data protection, and the defaults must be selected so that they meet the data protection requirements. Data protection should be incorporated as a natural element in the process flows of companies.

Reviews and recommendations

The implementation of the GDPR also means new challenges for the players in the industry and in this situation it can be useful to exchange experiences. After all, it is all about dealing with the changes that have not yet been completed as quickly and smoothly as possible. On the following pages, distributors and suppliers report on their experiences and how they have adjusted to the requirements of data protection. The reports show the immense amount of work that companies had to overcome and what they think matters. >>



Latest news on GDPR

Deferment of formal warnings: One-year grace period

On the editorial closing date of this issue, the GDPR had been in force for almost three weeks. The feared wave of large-scale formal warnings has not been forthcoming so far, yet media, regulators and lawyers nationwide have reported an increase in inquiries and complaints as well as the first letters of warning. It is legally controversial whether injunctive relief claims against competitors for violations of the GDPR are permissible. As long as there is no case law the uncertainty remains.

Legislative amendment envisaged

The Union faction therefore wants to prohibit formal warnings for alleged violations of the GDPR for a period of 12 months by amending the law. This grace period is intended to put an end to overactive law firms and protect businesses – especially those who are struggling with the changeover and are now unconsciously violating the data protection provisions. The required change in legislation is to be adopted before the summer break. For this purpose, the ongoing legislative procedure is to be used to introduce a model declaratory relief action for consumers and to supplement this legal text with a corresponding passage. However, the agreement of the coalition partner SPD to these plans is still pending.

Authorities signal willingness to cooperate

Critics of the practice of cease-and-desist letters, however, believe the temporary grace period does not go far enough. They demand that first violations of data protection should always be exempt from charges. Sanctions should only take effect if nothing is undertaken. The supervisory authorities also made it clear that, for the moment, the focus was on advice and that they are willing to cooperate – but that this was also demanded of the companies. It should also be taken into account that the implementation of the GDPR is a major challenge, especially for SMEs.

Data protection has not only been an issue since the GDPR, but rather for a much longer period. However, many companies did not place the necessary emphasis in the past. Very many requirements of the GDPR have existed for a much longer time than since the new regulation came into force, and they were also an issue after the old data protection regulation. A data protection officer has been working with us for years to develop and implement the best possible data protection measures. Our data protection officer was and is at hand to help us to implement all necessary steps required by the GDPR.



Meinhard Mombauer, Reflects GmbH

“Whoever takes data protection seriously began a long time ago.”

Not “rocket science”

Many things such as the technical organisational measures to protect data as well as various documentation for processing data were already available. We have adapted our websites to the new conditions for which, of course, our data protection officer has been designated as a contact person and is available for all data protection questions in our company. Of course, we will also contact all customers once again and inform them about the new circumstances under the new regulation and always ask them, whenever necessary, for written consent to process their personal data. Performing the compulsory tasks is not rocket science and there are excellent professionals who can assist you in developing and implementing these processes.

Real challenge for small companies

At the moment, the greatest difficulties we see are that our customers are being overwhelmed by mailings on



data protection, including a considerable number of order processing contracts. Although the contents here are usually similar, processing them of course requires manpower and time. What our company can still cope with is a real, challenging task for many small companies.

Act objectively and without fear

In the course of ongoing developments, there will certainly be relativizations and clarifications within the framework of the law. At the moment, panic is spreading on many platforms and thereby creating unnecessary confusion. For some companies this is certainly a wake-up call and something will finally be undertaken to comply with the data protection requirements. Others are paralyzed by what they need to do. Everyone should continue to approach the topic objectively, with the necessary seriousness, but also without fear, and gradually take the necessary measures.

As a software service provider, we have **optimised our products in accordance with the GDPR**. In response to the requirements of the Regulation, a whole range of solutions has been developed that make the handling of personal data safer, including a tool for quickly erasing addresses and details of contact persons. More detailed protocols of operations performed, anonymisation of entries, separate protocols of master data and newsletter exports are just a few more examples. There are also numerous data protection-relevant innovations for shop users, particularly SSL coding as well as the possibility to insert references to cookies and data protection texts (also a link to the data protection statement). Special settings facilitate consent management.

These are just a few examples of our customisation options. Our customers have been provided detailed information and recommendations on what settings should be made in any event and what they should bear in mind.

We have been dealing with the issue of GDPR for about one and a half years and began its operational implementation in autumn 2017.



Marcus Schulz, Giffits

“We will monitor court decisions and the practice of cease-and-desist letters in order to orient ourselves in practice.”

Information and inventory

In the beginning, there should always be comprehensive information and a thorough stocktaking, and we have stuck to this strategy: First of all, we acquired the knowledge to understand the law. Webinars as well as the on-going training of a data protection officer were helpful. On this basis, the analysis then took place – for example, identifying one’s own shortcomings and recording the flow of personal data within the company, as well as between us and our partners. On the basis of legal advice, adjustments were planned and carried out, and the corresponding documentation created. Especially as an e-commerce-driven company, we had to subject a lot of processes to scrutiny.

Key measures implemented

Here are just a few of the most important fields of action: write data protection policy, appoint data protection officer, create list of processors, establish employee data protection, make confidentiality agreements, protect rights of affected persons, formulate and conclude order data processing contracts and much more. This is what we have implemented, and everyone should do the same.

Problem of legal uncertainty

The biggest problem is legal uncertainty. It is unclear how the GDPR will be interpreted by the courts. Important sections of the interpretation of the GDPR are based on uncertain assumptions. It is complicated, for example, to assess which legal basis can be used for the processing of data in individual cases. Can a “legitimate interest” be claimed, is it contract data, or does it require consent? We will continue to document, monitor the interpretation of the courts and reports on letters of warning, continue to train personnel internally and test in practice. It will be interesting to see whether the right to information is really perceived.



Andreas Thiel, CDH

“We have developed numerous software solutions in accordance with the GDPR and provided our customers with extensive advice.”

As a software company, we have implemented the obligations under the GDPR on several levels: in our own company and on behalf of our customers. A data protection statement with complete and legally correct wording is indispensable for a company's external presentation. For all our shop customers, we have created SSL certificates and made them available for free. In recent months, we have provided many free additional services for our customers, advising and supporting them, for example, when moving data to secure servers.



Renate Gransee and Thomas Brecht,
Offene Systeme Software!

Contracts, documentation, statements

We have received assurance from all service providers that they handle personal data in a GDPR-compliant manner. We also have a contract with our customers for order processing personal data so that we and our customers are safeguarded in case of support. Extensive documentation on personal data must be created internally. This documentation must contain where, why, when and how personal information is stored, and which employees have access to personal information. Of course, every employee must sign a confidentiality statement. The data must be securely stored, i.e. the server room must be secured, and the sensitive data must be stored in a lockable cabinet.

KS1 offers solutions

A customer/prospect has the right to know which personal data about him is stored and how he can delete or block his data. Both are possible in KS1 – and always have been. However, we think that such inquiries are not likely to be common in the B2B area. It is quite normal to save personal data for buying customers. In the promotional product industry, everyone has a legitimate in-

terest in storing and using customer data for the purpose of normal business relations. However, the concept of legitimate interest is relative. It only becomes more concrete when the first judgments have been handed down.

On the subject of mailings

I believe the GWW and PSI, as an association and network, should facilitate the data protection-compliant communication between their members. It would be quite easy for members to agree once to accept mailings from other members. That would be a step towards more networking and would give members more legal certainty with little effort.

“In the promotional product industry, everyone has a legitimate interest in storing and using customer information for the purpose of normal business relations.”

In fact, **we have been dealing with GDPR in all business divisions** for many months. However, data protection has been an issue for about 20 years: since we started to record and store personal data of private customers in our web shops.

80/20 Strategy

In the meantime, we have come to the conclusion that we must follow an 80/20 strategy:

We tried to adapt the most important 80 percent of the processes by the deadline on 25 May 2018, the remaining 20 percent are risks ... Attempting to fully meet all requirements in all systems is completely futile. We have virtually completed all our projects but we are still awaiting several countersigned contracts for order data processing. The new GDPR has been valid for two years, and the new, significantly higher fines apply from 25 May – whoever still has problems implementing them or is just starting out will have a hard time.



Roland Liederbach, K+M Werbemittel

“Trying to fully meet all requirements in all systems is completely futile.”



The subject of **data protection has kept us all on edge for about half a year.** In cooperation with our data protection officer and our back-office sales team, as well as with the professional support of a specialist lawyer, the necessary measures were formulated and implemented.

Tasks are done

Documentation, lists, order data processing contracts, data protection policy, information requirements, etc. – all this is complete and should meet the requirements of

the GDPR. Whether or not we are guaranteed conclusive certainty is difficult to assess due to missing or vaguely formulated objectifiable criteria. At least that is the assessment of our data protection officer acting on his own authority.

SMEs at a disadvantage

Basically, data protection and especially the protection of personal data is important and correct and is fully supported by us. However, it is important to bear in mind that the decisive factors for the changes were American

and British corporations that did not take data protection seriously and will probably continue to align their business model on the further processing of customer data. On the basis of this experience, the EU Commission responded correctly, but unfortunately it took far too drastic measures: Even small companies and volunteers, clubs and landlords are obliged to formally respond to the same extent as corporations. However, the “little ones” usually lack the time and capacity to achieve the required know-how with a reasonable effort. Our fear is that corporations will hardly be affected and will find more loopholes.

Authorities need to proceed with measured judgement

We therefore hope for a sense of measured judgement and partner-like cooperation on the part of the authorities: The implementation is supposed to succeed, but penalties ultimately benefit nobody. From our point of view, the preservation of companies, clubs and honorary offices must be the highest good to preserve in order to maintain the infrastructure and viability of this society and our economic area (whereby this does not apply only to the GDPR).

Our most important projects

We have completed, among others, the following projects:

- Selection and appointment of a data protection officer
- Write a new data protection policy
- Documentation of all data processing procedures and processes (process descriptions)
- Composing a complete procedure directory
- Development of a comprehensive IT security and data protection concept
- Adaptation of all websites (cookie banner, general terms and conditions, imprint, data protection policy, etc.)
- Adaptation of all web shops (cookie banner, general terms and conditions, imprint, data protection policy, etc.)
- Programming and installation of a new user log management for all web shops
- Cleaning up the datasets of our newsletter recipients
- New double opt-in procedure for all newsletter recipients
- Training all employees concerning rights and obligations in accordance with GDPR and exemption statement
- Obligation of employees to observe the provisions of the GDPR
- Conclusion of order data processing contracts with our customers (we commit ourselves)
- Conclusion of order data processing contracts with our suppliers and service providers (we commit our suppliers and service providers)



Lorne Spranz, Spranz GmbH

“We have implemented everything. Whether this guarantees real security is difficult to assess because of missing or vaguely formulated criteria.”

For about three months, we have been working intensively on this topic which we take very seriously. That's why we first visited two information seminars and consulted a lawyer specialising in data protection. An exchange of information with two friendly supplier partners was also helpful. Then the responsibilities were defined internally and a strategy for further action was developed. A first step was to inform and train our employees. We also involved our software provider at an early stage and discussed improvement suggestions concerning, inter alia, the computer-supported information obligation and history of data collection. We also held discussions with the GWW and suggested more comprehensive form templates and assistance.



Gerhard Bezold, werbemax

“For SMEs, the GDPR means a further distortion of competition in favour of large corporations.”

Tasks upon tasks

The actual work could now begin: We created a list of processes as well as a list of order processors and documented the authorisation of the data processing. Now we were able to prepare the order processing contracts and conclude the written contracts with all order processors – of course not without checking them to comply with the minimum standards under Art. 28 GDPR. The next step was to adapt the terms and conditions, the imprint and the data privacy policy for our website and shops. In order to meet our information requirements, appropriate processes were developed and introduced. Following a review of IT security, the software was also updated, deletion routines introduced, and a new backup of personal data from orders was established. Finally, the technical and organisational measures had to be recorded and revised.

Enormously complex topic

The complexity of the topic is enormous: Almost every work step is affected, with far-reaching consequences. Some tasks cannot even be solved in a practice-oriented manner despite a lot of effort, e.g. contradicts the law on the data storage obligation of the GDPR. Nothing can be continued as before without accepting certain restrictions. For example, we decided to do without newsletters. Data protection is an ongoing process, and we have

not yet implemented every step down to the last detail. As users of Google Analytics, for example, we have been waiting for months for an answer from Ireland. As long as the answer is pending, we need to disable this service. Other contracts have also not yet been signed. There is still a lot to do in practice.

Significant disadvantages and costs

On a personal note: At first, I found everything useful. Data is an asset worth protecting, especially in view of the recent scandals. But the more I deal with it, the more I have the feeling that it does not disadvantage the “big players” but, once again, the “little ones”. For the giants like Google, Amazon, Facebook & Co., it's easy to adapt conditions with the existing legal advisory board. The user must inevitably accept any condition in order to be able to continue to use the services which we all more or less depend on. Thanks to their fully organised digitalisation model, these corporate groups can – after a single changeover to their processes – conduct business as usual. SMEs, on the other hand, must sensitively review and adapt their business processes and, if necessary, rethink entire distribution channels. In fact, they are de facto being slowed down, and thus have long-term disadvantages as well as additional costs. Another distortion of competition in favour of large corporations...

Data protection has been important to us since I started running this company. However, since the autumn of 2017 it has been the main focus of our attention. We



Gunnar Sprinkmann, Sprinkmann GmbH

“It is essential that what is immediately visible from ‘outside’ complies with the guidelines.”

have defined the incurring commitments of our company and are now working through them one by one. In particular, our documentation was overhauled. It is essential that what is immediately visible from ‘outside’ complies with the guidelines, for example the website. ‘Internal’ documentation must subsequently be comprehensible. The implementation of the GDPR is a completely individual process because every company is different. The biggest challenge and danger at the same time: Not knowing whether something was overlooked.

GDPR in practice: Recommendations from the industry

What is absolutely necessary?

Understand the law and the resulting legal basis in detail and, if necessary, seek legal advice.

Get help if everything seems too complicated, for example at the IHK. Simply by bringing consultants on board shows that you take data protection seriously.

Gain an overview of where your company is affected and where formal warnings might lurk.

Everything that is visible from the outside must be a priority and the guidelines must be adhered to.

Analyse your own handling of personal data:

Record all processes in which personal data are collected, processed or exchanged (partners, customers, applicants, employees, prospects, suppliers ...) Document processing procedures.

Record all data flows inside and outside the company (Outlook, DATEV, industry software).

Verify the **origin** of the data.

Take **documentation** requirements seriously.

Develop or update the **data privacy policy** and put it online.

Develop and communicate **data privacy notices**.

Make sure that only the **data needed to complete an order** is saved.

Store mailing lists separately, document them and delete them after processing.

Ensure secure storage of data on appropriate servers.

It is imperative that **SSL encryption** is installed for all shops and websites.

Activate **references to cookies**.

Conclude **contracts with order processors**.

Implement **consent management**.

Train personnel.

Amend **employee and service contracts**.

Secure **access to computers and programs** with user names and passwords.

Secure **access to business premises**.

Implement **TOM data protection** (technical and organisational measures)

Technical measures: all measures that can be physically implemented, for example by installing an alarm system or password-protected user accounts.

Organisational measures: They relate to the basic conditions of the data processing process.



What should not happen?

Undertake nothing and claim (even at an inspection) that you are not affected at all.

First **deal with the topic when customers ask** about it.

Rush into things – instead get well informed and, in case of doubt, seek the assistance of a specialist to support you with all important measures. Money invested in data protection is well spent.

Be completely spotless. Each topic should at least have been examined by a specialist (DPO) and there should be a line of reasoning which the company has adopted.

Please note:

The above list is a summary of the experiences of our interlocutors and not necessarily an exhaustive guideline.



The festival of festivals is of course also a festival for the promotional product because **beautiful as well as practical gifts** are particularly effective at Advent and Christmas. And the industry has plenty of them: Diversity and creativity characterise the following pages.



PSI 41941 • Trendfactory B.V.
Tel +31 25 2622233
info@trendfactory.eu
www.trendfactory.eu
<https://www.psiproductfinder.de/zjk4zj>

Inspirational Rituals

The appropriate framework conditions must be provided for in order to establish and maintain a positive, happy and satisfied relationship with the customer. Extraordinary corporate gifts, such as the tailor-made motivational gifts for large and small companies found in the Rituals series of Trendfactory BV, are a good choice.



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

High demand

Concrete is in very high demand. And even at Christmas time, there is no reason to dispense with this modern material, as the 'Block' Advent candlestick made by reeko design illustrates. It combines the timeless elegance of concrete, aesthetics, minimalist design and space-saving functionality. There is space for one to four tealights: By turning the modern candlestick you can select the required number for each Advent Sunday. The Block measures 26.7 x 6.8 x 6.8 centimeters in size and can be individualised by using laser engraving or pad printing.

Adventskalender, die es in sich haben



Einzigartig
werben

Jetzt
bestellen!

Beeindruckend anders schenken!
Mit dem einzigartigen Adventskalender „Schatztruhe“ bleiben Sie garantiert im Gedächtnis der Beschenkten. 24 schokoladige Überraschungen, verpackt in einer Schatztruhe in Echtholz-Haptik und -Optik.

Die Deckelinnenseite kann individuell mit Ihrem Logo oder einer Grußkarte gestaltet werden. Das alles bedeutet: 24 Tage lang Ihre Werbebotschaft, verpackt als adventlicher Schoko-Schatz für Ihre Kunden! Um den Versand müssen Sie sich übrigens nicht selbst kümmern. Denn das übernehmen wir auf Wunsch für Sie.

Wir beraten Sie gerne, sprechen Sie uns jederzeit an!

KARL KNAUER 
Beeindruckend anders

- Ausgezeichnet verpacken
- Einzigartig werben
- Vollendet schenken

KARL KNAUER KG
Zeller Straße 14
77781 Biberach/Baden
www.karlknauer.de



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



The countdown is running ...

It's time to think about Christmas again. Magna sweets has expanded its Advent calendar range with two more attractive calendars this year. The "Book" Advent calendar can be individually printed on four pages and offers twelve doors to open on each of the two pages of the book. Another Advent calendar has the shape of a house and can also be individually printed. Both calendars are optionally filled with Lindt Naps made from milk chocolate or Lindt Lindor balls in the flavours milk chocolate, dark chocolate, white chocolate and orange. Both calendars are available from 250 pieces.



Door opener

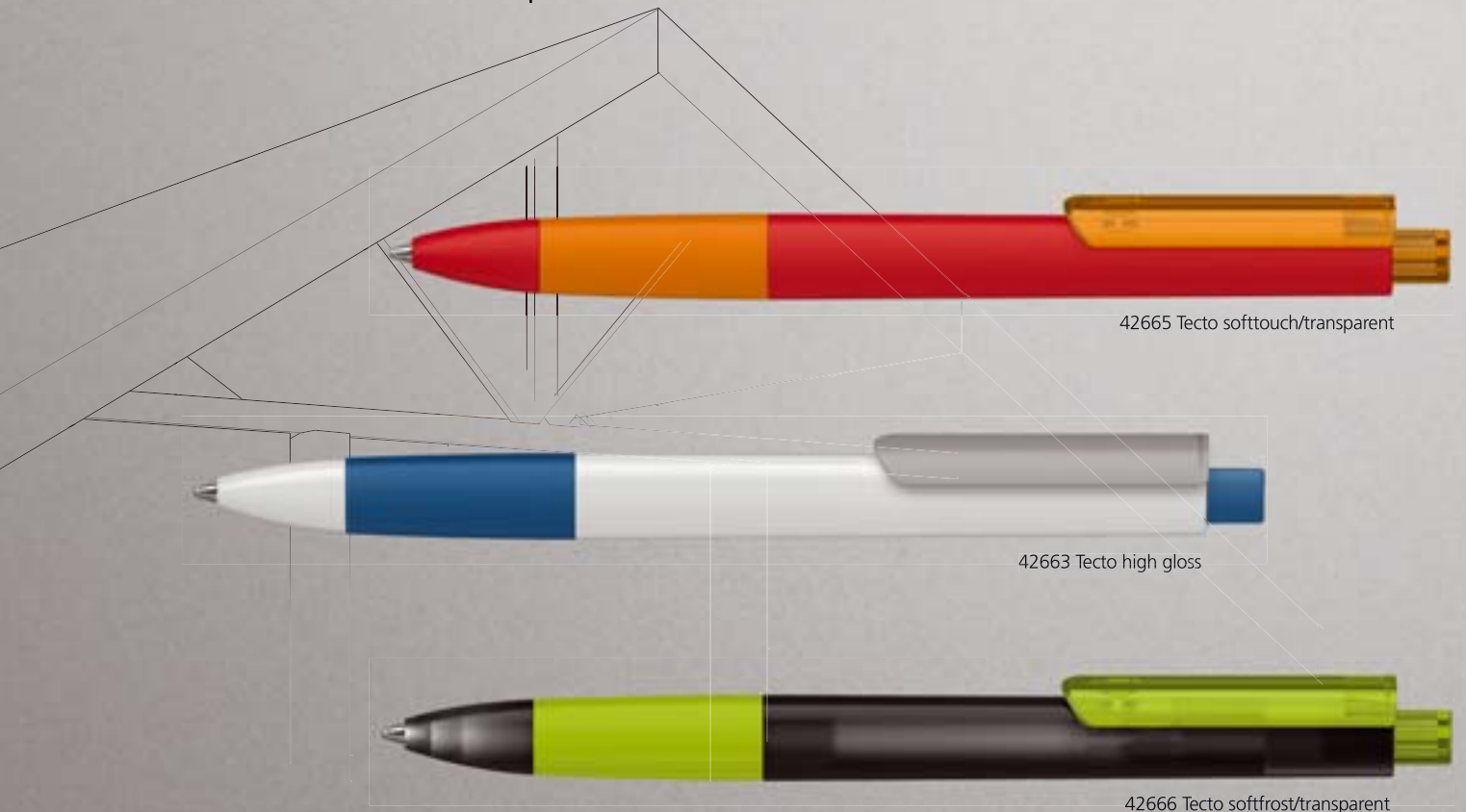
If you are looking for a special Christmas present, you should discover the Advent calendar of the promotional product specialist Karl Knauer. The high-quality pre-Christmas classics awaken the play instinct even with adults and ensure that the happy (advertising) message remains in focus for at least 24 days. In addition to the chocolate-filled versions "Treasure Chest" and "Book", there is also a modern interpretation of the Christmas countdown: By using outer packaging made of cardboard, a commercially available beer crate filled with regional speciality beers, for example, can be turned into an Advent calendar. A "cheers" to this customer present is thus virtually inevitable.



PSI 41794 • Karl Knauer KG Verpackungen-
Werbemittel • Tel +49 7835 782300
werbemittel@karlknauer.de
www.karlknauer.de
<https://www.psiproductfinder.de/y2eymt>

Tecto

„The one with the roof clip“



New



Producthighlights

- Triangular geometry
- Ergonomic basic shape
- Pleasant, rubberised grip zone
- Outstanding clip in „roof shape“
- Striking triangular presser
- Optional special surfaces
- Mix & Match concept
- Available in 14 or 16 standard colours
- special colours from 5.000 pieces
- Sensational 8 printing surfaces





PSI 41794 • Karl Knauer KG
Verpackungen-Werbemittel
Tel +49 7835 782300
werbemittel@karlknauer.de
www.karlknauer.de
<https://www.psiproductfinder.de/y2eymt>

Put into perspective

The promotional product specialist Karl Knauer is confident that in the future, the promotional product market will literally “radiate pure joy” in the truest sense of the word. With the patented HiLight technology of this Black Forest company, it is now cost-effective to integrate light aesthetically and functionally into paper, cardboard and corrugated board products, thus making them radiate. Whether it is a luminescent logo on a note dispenser, ultra-slim reading lamps in the shape of a bookmark, decoration lights or business cards with lighting effects – the possibilities of use are almost unlimited and will most certainly be a special eye-catcher.



PSI 49982 • Edition Michael Fischer
GmbH - EMF Verlag • Tel +49 89 21231744
info@emf-verlag.de • www.emf-verlag.de
<https://www.psiproductfinder.de/mjg4zj>

Christmas time is biscuit time

Christmas should last forever. As the recipe collections of EMF show, there is so much to taste and bake at this time of year. The best recipes for biscuits and the like ensure that customers can be positively targeted. To this end, EMF also offers tailor-made special editions from the diverse publishing programme: Integration of the customer's logo on the book cover, placing the customer's products and/or services in the recipe texts and instructions or creating an individual book with flexible page numbers, special features and the customer's corporate design.



Die Handschrift der Werbung



PSI 49447 • Alessi Deutschland GmbH
Tel +49 89 206028812
chiara.sergiacomi@alessi.com
www.alessi.com
<https://www.psiproductfinder.de/odkynz>

Festlicher Baumschmuck

Die Kollektion Bark for Christmas von Alessi ist der ideale Dekoartikel für jeden, der nicht auf Schmuck und Deko verzichten will und eine echte Feststimmung auch ohne den traditionellen Weihnachtsbaum schaffen möchte. Der magnetische Weihnachtschmuck aus Edelstahl macht es möglich, den eigenen Weihnachtsbaum mit Fotos, Glückwunschkarten oder anderem zu schmücken und zu personalisieren.



LUMOS
0-9560



PSI 47514 • Schärfer Werben GmbH
Tel +49 7664 4056690
vertrieb@schaerfer-werben.de
www.schaerfer-werben.com
<https://www.psiproductfinder.de/njy2mt>

Guaranteed organic

The organic stollen muffin, organic stollen confectionery and organic mini Christmas stollen made by traditional Saxon bakers are ideal presents. They consist of fine, exquisite ingredients such as butter, almonds, rum and raisins – just what you associate with the taste of Christmas and Advent. With individually designed sleeves, this is a Christmas gift that tastes great.

Memorable pastry

The unique handcrafted specimens from Dr. Scholze Confiserie are made with great attention to detail. As a competent partner in product branding, the North Germans implement the individual personalisation of the pastries along with packaging in the form of embossing, printing or a baked-in logo. In this regard, customers can choose from a wide range of solutions for the desired corporate design. The seasonal flyer for an overview of the Christmas range can now be requested from the manufacturer.



PSI 45198 • Dr. Scholze Confiserie
GmbH & Co. KG • Tel +49 4131 87070
info@drschoelze.com • www.drsoelze.com
<https://www.psiproductfinder.de/zge1mw>



Now also in a set

The extension of the unique Grip family from Faber-Castell to include a fountain pen creates new possibilities in the form of an attractive set. When it comes to the fountain pen, the optimum combination of ink and pen guarantees particularly smooth and effortless writing, just like the innovative XB low-friction refill for the retractable ballpoint pen. The soft-grip zone on both writing instruments – available in silver, blue or black – ensures a pleasant writing experience. The advertising message on the cap or on the shaft comes into its own. A practical leather case completes the set.

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>



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

Große Wirkung bei kleinem Budget

Der kleine XS-Adventskalender von Jung erzielt große Werbeerfolge: befüllt mit 24 Brandt-Knusperkugeln sorgt er auch bei kleinen Budgets für viel Werbewirkung. Der handliche Countdownner in Vollkartonhülle zum Preis von einem Euro und günstiger wird vierfarbig schon ab 330 Stück angeboten. Mit der starken Marke Brandt als Inhalt schafft der Werbende zudem Vertrauen und Sympathie zu diesem vorweihnachtlichen Give-away. Auch als Mailingverstärker oder Weihnachtskarte, die pünktlich zum Advent ankommt, ein echter Hit!



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

Kleine Auszeiten

In einer Zeit, in der alles immer schneller wird, jeder immer erreichbar sein soll und der verspürte Leistungsdruck bis ins Unendliche reicht, benötigt man mehr denn je auch mal eine Auszeit, meinen die Wellness-Experten von Römer und bieten unter anderem das Geschenkset Mohnshine an. Es enthält zum Beispiel je 140 Milliliter Duschgel und Shampoo sowie 200 Milliliter Körperspray in der trendigen Dufttrichtung Mohn. Die Verpackung erfolgt in einer runden, ansprechenden Box.

SUCCESS
MESSAGE IN A BUBBLE

GIVE A SMILE.

MAKE NEW FRIENDS.
GIVE A SMILE.
ESTABLISH CONTACTS.
WIN SYMPATHIES.



Support your
promotional message with
PUSTEFIX soap bubbles -
Your MESSAGE IN A BUBBLE.



SCAN ME!

Soap bubbles Made in Germany

Tel. +49 (0)7071 - 78898
www.success-werbung.de
info@success-werbung.de



PSI 42320 • Fischer-Import GmbH
Tel +49 9571 94790491
verkauf@fischer-import.de
www.fischer-import.de
<https://www.psiproductfinder.de/yjyxzj>

Versatile promo apron

Lightweight, practical and versatile: the promo apron made of 100% cotton available at Fischer Import is sure to catch the eye at a BBQ, in the kitchen or at a painting class. Weighing just 125 grammes, it is perfect as a promotional gift sent by letter post. Finishing is possible by using screen printing with up to eight colours on a printing surface of about 28 by 29 centimetres as well as by using embroidery. In direct import, the apron can also be designed in your choice of style and colour.

Plan in style

Anyone looking for a stylish Christmas present will surely find what they are looking for at the Italian company Giuseppe Di Natale. The 'Bullet Journal Modimo' available here is not only functional due to its well-thought-out layout, it also impresses with its excellent workmanship and materials used for the cover. Advertising in the form of customer logos, emblems or slogans can be placed on the cover, but also on each individual page.



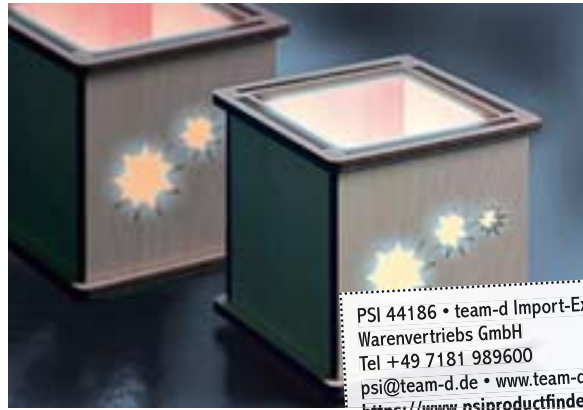
PSI 41734 • Giuseppe Di Natale
Tel +39 0 81 2380001
dn@dn-dinatale.it • www.dn-dinatale.it
<https://www.psiproductfinder.de/yzmwjn>



Give someone joy

Joytex will again be offering ideal promotional products for the coming Christmas season, including, for example, a non-woven bottle bag. This bag is perfect for 0.75 or 1.0 litre bottles and is ideal as a gift. The material is robust, tear-resistant, water-repellent and durable. The bag thus remains in use for a long time and the advertising message has a lasting impact. 30 standard colours are available from 500 pieces.

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



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

Natural and personal

Natural birch plywood products provide a variety of design options and are part of team-d's assortment. The atmospheric lanterns, for example, are also suitable for use as a pen or utensil box. The birch plywood is made of FSC-certified wood, processed in the EU and natural. Standard motifs can be printed or lasered. Starting at 240 pieces, your own motif or sawed-out logo can be implemented.



PSI 42706 • Kalfany Süße Werbung
GmbH & Co. KG • Tel +49 7643 8010
info@ksw24.com • www.ksw24.com
<https://www.psiproductfinder.de/nty5nt>

Surprising turn

The new turning calendar from Kalfany Süße Werbung – filled with the finest UTZ-certified Gubor branded milk chocolate – can conveniently be sent to the end customer as a cost-effective large letter. There, it is transformed into an attractive turning calendar by simply interlocking the stand on the inside. Two advertising spaces, each with twelve doors per page, motivate the end customer to pick up the Advent calendar again and again and to indulge in the tasty content, which is also suitable for vegetarians, and view the two advertising messages. Indispensable advertising contacts that make this new Advent calendar so valuable.

- ADVERT -



Pfaff

Werbeartikel • Geschenke
Großhandel • Import • Export
Holzverarbeitung + -veredelung

**Individuell
nach Wunsch
gestaltet**



Erwin Pfaff e.K.
Triberger Straße 18
D-78136 Schonach

Tel. (0 77 22) 40 96
Fax (0 77 22) 40 98
info@erwin-pfaff.de
www.erwin-pfaff.de



PSI 45737 • Giving Europe GmbH
Tel +49 421 5965970
kontakt@givingeurope.de
www.givingeurope.de
<https://www.psiproductfinder.de/nda1nt>

Mister Snow

The high-quality plastic ballpoint pen with the sonorous name Mister Snow belongs to the assortment of Giving Europe. As an original writing instrument in a snowman design, Mister Snow is the perfect companion for young and old at winter time. The rubberized grip zone ensures a secure and pleasant grip. The colours blue, light blue and red are available. Advertising is applied by using pad printing.



PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co KG • Tel +49 7834 9730
klio@klio.com • www.klio.com
<https://www.psiproductfinder.de/odaxyj>

A touch of luxury

How about something special that combines tradition, culture and a touch of luxury when it comes to the perfect Christmas present? The "I-roq softtouch" writing set from Klio-Eterna combines these aspects and thus becomes an exclusive, high-quality present. In addition to the two writing instruments "I-roq softtouch pen" and "I-roq softtouch rollerball", it includes personalisation in the form of a laser engraving and a matching high-quality gift box in a carbon look. Due to the elegant and harmonious design, the two metal writing instruments boast a very high-quality appearance.

Biscuits for sitting

The high-quality, calorie-free Sandini 3D seat cushion in the form of the popular Christmas biscuit makes for a special moment at Christmas. Without a best before date, it will enhance any seat in the office or at home. Sandini will gladly garnish the biscuits with an individual advertising application. The dimensions are 38 x 6 centimetres.



PSI 49768 • Sandini GmbH
Tel +49 7307 5074310
info@sandini.de • www.sandini.de
<https://www.psiproductfinder.de/mijlyz>

pusulabası^m

LAstra PP WOVEN

ultrasonic sealed bags



*Matt or Glossy PP woven or PP non-woven

* Ultrasonic Sealing technology

*It can carry until 20 kg

* Production time is
4 weeks for 20.000 pcs

*Competitive prices

SEDEX-OHSAS-ISO 9001-ISO 14001
info@ecoprobags.com

Made in Turkey
The main manufacturer

ecoprobags.com



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

Decorated by hand

Zuckersucht GmbH also offers the so-called cup biscuit house: Dostler's finest scrumptious butter pastry hand-decorated with frosting. Hand-decorated finishing is one of the special designs for presents, which the recipients hold in high regard. At Zuckersucht, the cup biscuit houses are assembled by hand and elaborately decorated with frosting. Delivered in a shiny bag with a white satin bow and an individually printed card.



Freshness on the go

With the Home Made freshness set from Koziol, all pleasures can be enjoyed comfortably and, above all, stylishly. Bread, snacks, fruits and even sandwiches are stored in the spacious lunchbox and kept fresh and appetising. The special soft design with rounded edges is a haptic pleasure and avoids annoying knocks when transported in a backpack, in a school bag or in the car. The three-piece water bottle can be completely disassembled and therefore cleaned very thoroughly – also in the dishwasher. The set comes in an attractive gift box and is perfect for Christmas.

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

Xmas motifs as a greeting

Following a year-round set, a football design set and licence designs for Capta'n Sharky and Princess Lillifee, Global Innovations is now launching a special Christmas set. It is a multi-functional three-millimetre high biscuit stamp which can be sent at normal postage costs along with a Christmas card. Stock goods are available from August; special productions in custom designs are available anytime from 5,000 pieces. Also higher value sets (four or eight) are possible.



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



Always innovative

Since the invention of the 3-month calendar in 1937, terminic has continued to develop its products. The assortment now includes more than 30 calendar models with calendars in over 35 languages: wall calendars with a 3-, 4-, 5-, 6-, 7- or even 8-month overview as well as various desk and poster calendars. Not only are the materials and printing processes constantly being monitored and optimised, the Bremen-based calendar manufacturer has also extended its wide range of options with various options for print finishing, for example through high-quality display processing.

PSI 41308 • terminic GmbH
Tel +49 421 871450
info@terminic.eu • www.terminic.eu
<https://www.psiproductfinder.de/ymy1y2>

-Advert-



HERKA^{frottier}

Wir weben Vielfalt

100%
made in



Hohe Qualität
Kurze Lieferzeiten
geringe
Mindestmengen



PSI18
12D19

HERKA GmbH
Herkaweg 1, 3851 Kautzen
+43 2864 2317
office@herka-frottier.at
www.herka-frottier.at
 HERKA.Frottier



Beautiful stamping

The new Cute biscuit stamps from elasto are slim, practical and incredibly effective for Christmas. The high-quality set of three stamps not only convinces with the beautiful Christmas motifs "Snowflake", "Candy Cane" and "Snowman", but also with the Made in Germany quality because the set comes entirely from the elasto in-house production. This means short delivery times, maximum flexibility, fair prices and high quality standards.

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

Elegant and stylish

Writing instruments continue to be popular when it comes to promotional gifts that are to be used for a long time. However, the item should be stylish, elegant and well made, simply an exceptional phenomenon. That is definitely the case with the Myto model from Stilolinea. The pens not only impress with their shape and functionality, but the almost endless colours in combination with the choice of options for the surfaces also leave nothing to be desired.



PSI 45328 • Stilolinea Srl
Tel +39 011 2236350
info@stilolinea.it • www.stilolinea.it
<https://www.psiproductfinder.de/mdhjzd>



Smart opener

The bottle openers from Asia Pins Direct in Berlin are made in a variety of colours and shapes and are a great, high-quality eye-catcher for the customer. The tools are made of cast metal combined with enamel. Finishing in almost all colours and shapes is virtually unlimited. Printed or discreetly finished with laser engraving, the advertiser receives an individual and durable promotional product with everyday benefits which, of course, means that every bottle can be opened without difficulty.

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



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

24 days of persuasion

It is a true classic, but it also offers an advantage that enables you to convince the recipient even more: the classic Advent desk calendar from Jung contains German brand chocolate Alpine Milk with Fairtrade ingredients (content about 50 grammes). The advertiser thus shows a lasting responsibility when procuring his promotional products and convinces for at least 24 days. This calendar version consists of a cardboard box which can be individually printed at the request of the customer from an order quantity of 100 pieces.



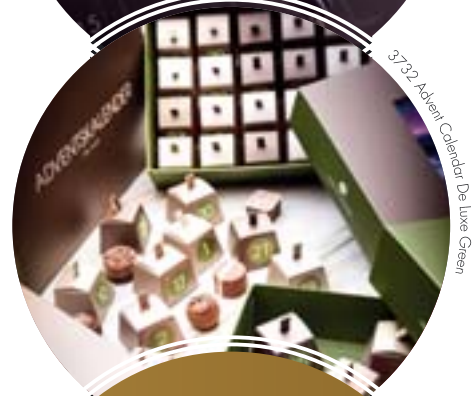
PSI 47460 • B&B Produkt Promotional
Sweets • Tel+48 22 7246165
office@promotionalsweets.pl
www.promotionalsweets.pl
<https://www.psiproductfinder.de/nwu3nj>

Wintertime is tea time

Aromatic teas, such as those supplied by B&B Promotional Sweets, are indispensable at any time of the year, especially in winter. Among the specialties of the Polish supplier are also mixtures that are very well suited as a Christmas present. For example, there is a high-quality product mixed with cinnamon, cloves and orange. The teas are offered in particularly exquisite boxes which can be modified as desired. The minimum order quantity is 100 pieces.



3828 Winter Calendar



3732 Advent Calendar De Luxe Green


CHOCOLISSIMO
ELEGANT ADVENT CALENDARS
2% Discount
Valid until 31.07.18



3842 Advent Calendar Christmas Tree



3930 Advent Calendar Block

**MM Brown
Deutschland GmbH**
Eschborner Landstr. 55
60489 Frankfurt a/M
+49 (0)69 254 271 27
verkauf@chocolissimo.de
www.chocolissimo.de



PSI 42487 • Reflects GmbH
Tel +49 2234 9900-0
info@reflects.de • www.reflects.de
<https://www.psiproductfinder.de/owe0zt>

Flexible finishing

Reflects has developed a collection of key fobs that give UV printing a highly individual look. They are ideal as an enhancer for a Christmas mailing. With UV printing, photorealistic motifs on promotional products can be created promptly and inexpensively. Nowhere else does the brand message appear so present and clear. Motifs are created rich in detail and true to reality on numerous materials. Colours and colour progressions appear brilliant, dense or soft depending on the motif, texts appear clear and detailed. UV printing can give even plain, inexpensive items a completely new look.

Quick-change artist

Wera offers a real quick-change artist: a screwdriver for the most common Phillips and TORX® screws with four 25-millimetre bits, which thanks to a permanent magnet make the handle a complete tool in no time at all. The tool is attractive for incentive requirements if there is a desire for a high-quality gift in the single-digit euro range. Delivered in a high-quality gift box with a retractable wall hook, it is also ideally suitable for permanent storage. Available with a customer logo on the package from 250 pieces.



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



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>

Rudolph the cuddly friend

The Römer Wellness range includes high-quality terry cloth items, fleece blankets, wellness gift sets and nourishing promotional items. The Rudolph fleece blanket made of flannel fleece with its wintery colours and reindeer motif fits into almost every home and is the cuddly companion for cosy winter days. The rolled up blanket measuring 120 by 150 centimetres is held by a decorative bow. The label wishes the recipient "beautiful winter days". The fluffy blanket is also available in XXL in a size of 220 x 240 centimetres.



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

Environmentally friendly

A Christmas or company gift can be stylishly packaged and distributed with the foldable shoulder bag from Recycle Bags. Employees or business associates who receive the gift can transport it in a simple, uncomplicated way, irrespective of whether they travel by bike, on foot or by public transport. The shoulder bag is lightweight yet durable and made entirely from recycled plastic bottles that are entirely recyclable. The foldable shoulder bag is also available with reindeer print in combination with an FSC cardboard box with matching reindeer graphics, which fits perfectly in the shoulder bag. The boxes can be customised from 1,000 pieces. From 100 pieces, bags with a company logo, slogan or seasonal greetings are already available within 14 days.

-Advert-

INDIVIDUAL DESIGN INSTEAD OF MASS-PRODUCED PRODUCTS IN A STANDARD LOOK



No matching model available?
No problem, we are also specialists in
custom-made products!

mbw[®]

Discover creative and
high-quality accessories for
your favourite products
ONLINE now!

mbw.sh
YOUR BENEFITS
ONLINE!



Minifeet
Kuscheln mit Qualität

Schnabels

Squeezies

Herr Bert



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

Festive feeding

The Rudi Bird bird feeder from InterPro Brands is designed for the target group that likes decorating during the Christmas season, is passionate about wildlife and wants to do something good for birds. It is easy to install thanks to the 50-centimetre-long cord and also suitable as a Christmas tree decoration. The decorative dumpling holder adapts to any decoration. The silver-coloured product can be laser engraved and is delivered in a decorative gift box.

Christmas Tree

The 20 cm by 30 cm small, living sugarloaf spruce from Multiflower features a magnetic Santa Claus and arrives at the customer stowed in a beautiful red felt bag. A decorative promotional gift for Christmas that everyone is happy to receive and that will be remembered for a long time to come. Starting from 250 pieces, advertising print on the standard motif of the attached card as well as your own card design are possible. Details are available on request.



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



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



Exquisitely finished

Victorinox attaches great importance to its finishing options and is now offering haptic 3D coatings in addition to digital printing. Apart from sight, they appeal to another classic sense: touch. This haptic perception opens up new unforeseen and affordable options for printing customer logos and claims.

Festive colour

SND allows you to demonstrate creativity and to sweeten each coffee break with personal, Advent greetings for the recipients. The porcelain specialist offers a novel and personal refinement with its Mandala motifs and Madrid mug. With the appropriate special pens, the available motifs are painted, decorated and labelled as you wish to make the Christmas greetings even more personal. After a short time in the oven at only 160° C, the individual designs are dishwasher-safe and therefore long-lasting and suitable for everyday use. The festive greeting thus becomes a much loved unicum. Further information, also about individual as well as many other Christmas motifs, are available at SND.



PSI 45567 • SND PorzellanManufaktur GmbH
Tel +49 6183 8008-0
info@snd-porzellan.de • www.snd-porzellan.de
<https://www.psiproduktfinder.de/mdu5m2>

-Advert-

stilolinea
WRITING INSTRUMENTS SINCE 1972

MUCH MORE
THAN JUST A PEN...

Our Gift Pen



M A D E I N I T A L Y

STILOLINEA SRL
+39 011 2236350 - +39 011 2236351
info@stilolinea.it - www.stilolinea.it



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

Memorably refined

Numerous types of finishing make the pencil a very special brand ambassador, according to Reidinger. With various jewellery attachments, the finishings in the form of a protective cap and decorative ring and several push-button variations turn the pen into a real eye-catcher. If it is to be particularly catchy, cost-effective embossing, matching the holiday season in gold or silver, offers an additional haptic experience. For an individual pencil, the personally desired model can be designed in the supplier's configurator. Products and prices are displayed in real time.

Tasteful ideas

Römer Präsente offers a treasure chest filled with lots of treats that sweeten waiting for Christmas. The dark brown wooden crate of the Advent chest set is filled with a 300-gramme packet of stollen confectionery, a delicious 200-gramme mini-roll, ten red Lindor balls made of milk chocolate and five Advent sweets packed in a bag with a red bow. Römer Präsente offers a wide range of culinary promotional gifts that are all available from one piece. Numerous finishings are implemented in-house, which guarantees a fast and reliable service.



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



PSI 48792 • Moleskine B2B Distribution
Tel +49 40 609459900
moleskine@exklusive-gifts.com
www.exklusive-gifts.de
<https://www.psiproductfinder.de/njm2zd>

Legend as a gift set

The legendary Moleskine notebook, once used by nineteenth- and twentieth-century artists and intellectuals, can today be customised through various finishing techniques and used as a companion for recording notes, ideas and thoughts. Now there is the Moleskine Set, which consists of a high-quality black card-board box in which a Moleskine notebook (book size, pocket or large) and a Moleskine writing instrument are inserted. The books and writing instruments are available in different designs and colours. Low minimum quantities and short production times – at the site in Hamburg – complete the offer.



Promotional messages with a difference

emotion factory offers promotional messages with a difference, which convert classic winter products into an exciting advertising medium. In the newly published Christmas flyer with classics as well as numerous new products, enthusiasts can now choose and individualise the small and large gifts for customers. Rustic, knitted socks for cosy warm feet, combined with a promotional card attached to the socks belong to the assortment as do a 3D wooden puzzle that is optimally suited for print mailing due to its flat shape and consists of environmentally conscious materials. A large maple wood cube conjures up some greenery in the wintry office. The completely customisable sleeve and optional laser engraving on the wood ensure a lasting advertising effect. Glitter and bling-bling are guaranteed by the ornamental fir tree made of gilded brass, which lies flat in a Christmas card or in the promotional bag with inlays, which can be completely customised.

-Advert-

Christmasbaubles with logo!

Weihnachtskugeln mit Logoaufdruck!
Boules de Noel avec logo!

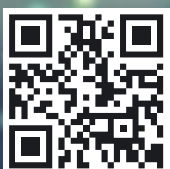


BRAUNS HEITMANN

KREBS & SOHN

krebs-logo.de

Made in Germany





Promotionally effective variations

The advertising experts at CD-LUX emphasize that everybody is in the mood at Christmastime – a nice present in the form of an Advent calendar is always well received and you can express your appreciation to customers, employees and suppliers alike. Promotionally effective variations, for example, are the Cube Advent calendar with five advertising spaces, the elegantly designed lorry and the eye-catching Pyramid Advent calendar. Numerous other innovative novelties can be found in the current “Advent & Christmas 2018” catalogue.



It's getting colourful

Knetä is resolved to enthuse customers with a slightly different promotional product. With special bags, for example, a smile can be given away for Christmas. Knetä has the optimal solution for every budget. Starting with the Knetä® Bags – a kind of smile to go – through to the effective exquisite gift boxes. The Knetä® is vegan, natural and Made in Germany.



Einfach mal aus-flip:Pen!



flip:Pen »ONE« - Kugelschreiber, Textmarker und USB Stick in einem konzentrationsfördernden Handkreisel.
Ein echter Allround-and-Rounder und ganz sicher ein viraler Werbeartikelrend. Ab jetzt exklusiv bei zogi.biz

ENERGIZING IDEAS BY ZOGI.BIZ

Ground-breaking ceremony

Promotional products service provider cyber-Wear Heidelberg GmbH/Germany has just begun a new chapter: the ground-breaking ceremony for a new company building was recently held in Mannheim. For cyber-Wear, the new building is a major step into the future. Together with employees, friends, family, customers and suppliers, cyber-Wear celebrated the official ground-breaking ceremony for the new building in Mannheim on April 2018. Besides the speeches of the two managing directors Roman Weiß and Steven Baumgärtner, Mannheim's Deputy Mayor for Economics, Michael Grötsch, took the opportunity to welcome cyber-Wear on this important occasion. The ground-breaking ceremony was followed by a small celebration.

The construction of the new building in Mannheim's Friedrichsfeld-West Industrial Park marks the start of a new chapter for cyber-Wear. New premises will be built on grounds measuring 8,000 m², including around 3,950 m² of storage space, 1,564 m² of offices, 250 m² of which will accommodate an ultra-modern design lab, and 270 m² of staff facilities. The parent company, Cybergroup International GmbH, is investing six million euros in the construction

as well as in related infrastructure and outdoor facilities. Apart from offices, there will also be adequate storage spaces with high racks that enable low-cost storage because they make economical use of the ceiling height. While an overall increase in inventory turnover lowers costs, commissioning will be adjusted to the respective order volumes.

www.myCybergroup.com



cyber-Wear Heidelberg GmbH

Neumann Group takes over Arti Kalender & Promotion Service



arti promotion

The headquarters of arti promotion.
© Dominik Tober/owl-luftaufnahmen.de

The Kiel/Germany-based calendar specialists of the Neumann Group have acquired Arti Kalender & Promotion Service GmbH in Herzebrock-Clarholz as part of a transferred restructuring. The sales contract was signed in mid-March. It has been agreed to keep the purchase price confidential. The operational transfer took place on 1 April 2018. The sale of Arti will maintain 71 of the original 121 jobs. The employees not taken over by the investor will join an employment and training company. The new company will operate under the name of arti Promotion GmbH. "arti perfectly complements the calendar and promotional product portfolio of our B2B division, and we are pleased that customers and interested parties will receive a great variety of offers and brands with the ALPHA Edition, DUMONT, PALAZZI, teNeues and Zettler Kalender brands," explains the new Managing Director Axel Klug. The Neumann Group has existed for more than 65 years and publishes, manufactures and distributes calendars, printing products and stationery.

www.arti-group.de

In Memoriam: “Fran” Ford, CAS

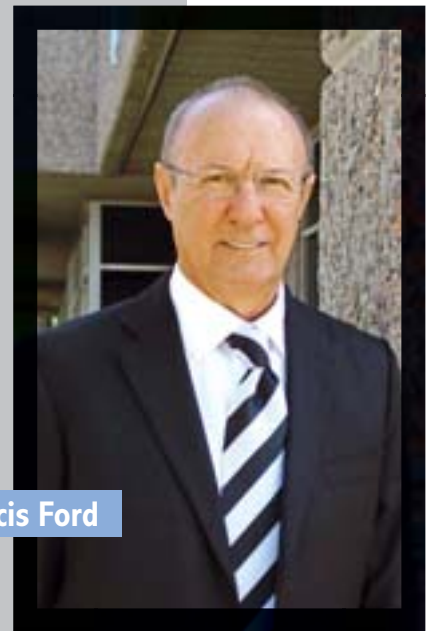
Francis “Fran” Ford, Jr., CAS, president of supplier Castelli, a division of Magnet, LLC, and 2015 PPAI Hall of Fame inductee, passed away Monday after a long fight with cancer.

Ford spent more than 40 years in the promotional products industry starting with his own sporting goods business, Motford, Inc., and then moved to sales and leadership positions with suppliers including Jaffa Company, Martin Company, Lenox Awards, BTS Group and Eight Floor Promotions, including serving as president of J Charles Crystalworks. He also ran his own sales and consulting company, Ford-Howsmon, LLC. From 1995 to 2002 he was president of Castelli, and he rejoined the company as president in December 2012.

He was also a longtime, enthusiastic industry volunteer, starting on the regional level in 1985 and expanding to the national level in 1986. Ford served in a number of PPAI volunteer roles, including as a member of the Awards and International Committees, was a frequent participant in PPAI’s Legislative Education and Action Day (L.E.A.D.) and was inducted into the PPAI Hall of Fame in 2015. In 2016, he was only the fourth person inducted into the Proforma Hall of Fame.

From 2000 to 2004, he served on the Promotional Products Education Foundation Board of Trustees and was chair in 2003. A dedicated supporter of PPEF, Ford launched the popular PPEF Glen Holt Scholarship Golf invitational in 2014.

When Ford was inducted into the PPAI Hall of Fame, he wrapped up his remarks on stage with these words: “When you find yourself in a position to help someone, be happy and feel blessed, because God is answering that person’s prayer through you. Our purpose on earth is not to get lost in the dark but to be a light for others. And I want to thank you for being my light.”



Francis Ford

Field sales team reinforced

Since February, Gerd Pagels has been supporting the field sales team of the Black Forest writing instrument manufacturer Klio-Eterna as the new area sales manager. With his many years of professional experience and dedication, the competent sales representative looks after customers and business partners in the postal code areas 4, 5 and 6. With more than 20 years of industry knowledge, he optimally complements the team and provides a breath of fresh air in personal customer service and advice, according to the head of office in Wolfach. www.klio.com



Klio-Eterna

With more than 20 years of industry knowledge, Gerd Pagels optimally complements the team.

Paul Stricker acquires Reda

Paul Stricker Group (Coimbra/Portugal) announces it has acquired 100% of Czech Republic based Reda a.s. shares. The geography and know how complementarity between both companies is substantial, and this is a great step the Group proudly takes towards the future. Both companies will continue to operate independently meaning that business will keep running as usual. Paul Stricker Group is now stronger than ever, covering over 80 countries spread through 4 continents and being one of the leading corporations in the promotional & corporate gifts market. "I want to especially thank our amazing team, of now over 600 people, that works hard every day improving our services and products to keep deserving the invaluable trust of our clients", said Paulo Stricker, CEO of Paul Stricker. www.stricker-europe.com

Paul Stricker



Seminar: Product safety, product labelling, product piracy

IHK Duisburg (Duisburg Chamber of Commerce in Lower Rhine/Germany) is organising a one-day seminar "Product safety and product labelling / Combatting product piracy" on 10 September 2018 from 9 am to 4.30 pm for companies producing or importing goods into the European Economic Area or making them available on the market.

The seminar teaches practices on how to recognise unsafe products and what proper labelling looks like. Moreover, it describes the cases when products must be CE marked and when they need not be. The applicable rules, laws, standards and various marks are explained. It also provides information on where to find guidelines, working aids and documentation for the individual product groups. As a practical working aid, participants will receive general checklist information on the basic product requirements and learn how to supplement these depending on the respective industry or products. It also outlines what needs to be considered in the event of a product recall and how those affected must act in the event of product piracy.

The speaker is Lutz Gathmann, VDID designer and VDSI safety technician. "In my day-to-day work, I repeatedly discover that the topic has still not hit home at many companies, or is not treated with due diligence and intensity, especially with regard to prevention when purchasing in the Far East. It is therefore quite common that a customer is forced to destroy several goods containers because very simple labelling regulations were not complied with," says Gathmann. The IHK is located in the city centre of Duisburg, directly opposite the main railway station, and is thus easily accessible by public transport.



The speaker is **Lutz Gathmann**, VDID designer and VDSI safety technician.

IHK Duisburg one-day seminar

**Niederrheinische IHK
Duisburg-Wesel-Kleve
Mercatorstraße 22-24
D-47051 Duisburg
Tel. +49 203 2821-0
ihk@niederrhein.ihk.de
www.ihk-niederrhein.de**

Association joins the GWW

The members of IDEENplusMARKEN have joined the German Promotional Product Association (GWW). The decision was ceremoniously sealed at the recent IDEENplusMARKEN association meeting. The distributor group has thus reacted to the ever-increasing demands in the promotional product market. Especially with regard to political goals, the current nine promotional product distributors are hoping for more opportunities for making their voice heard in Berlin. At the same time, the group is launching a campaign

to gain its own members. “Ever stricter compliance rules, obligations to produce proof, complex tax deductibility, taxation of the pecuniary advantage as well as product safety law complicate our work. We cannot achieve much alone. Through our association activities at the GWW, we expect more opportunities for more influence in politics,” says IDEENplusMARKEN managing director Andreas Schülbe. His co-managing director Klaus Arntz adds: “The GWW unites all players in the promotional product industry: brand owners, manufacturers, importers, distributors, trade show partners and media representatives. On the one hand, it creates the opportunity to exchange ideas across the board and, on the other hand, to act with a strong voice in the political arena in Berlin.” GWW Chairman Frank Dangmann explains: “IDEENplusMARKEN is one of the leading marketing groups in the promotional product industry. Through their competent advice, professional marketing as well as their print and online presence, they have positively influenced the perception of the promotional product as a communication medium, so we are delighted that the entire group now belongs to the GWW. Association membership is a matter of course in other industries; only by working closely together can the interests of the industry be effectively represented vis-à-vis politics, business and the media. The IDEENplusMARKEN group has sent a landmark signal to the promotional product industry through its membership.” The distributor group is now actively seeking new members. www.ideenplusmarken.de

IDEENplusMARKEN



The decision to join the GWW was ceremoniously sealed at the recent IDEENplusMARKEN association meeting.

Professional watch management

REFLECTS GmbH has welcomed a new employee: Arvid Gareis has been working for the Cologne-based company since the beginning of April 2018 as the product manager for watches. In the future, he will be responsible for the entire development process of the product division, from the conception to the finished product, supervising outstanding customer projects and taking care of training for employees and customers. The watch professional can look back on more than twenty years of experience in this field and most recently was responsible for the collection development and distribution of licensed brands such as bruno banani, Viva-Diva and Blox at Intrade GmbH.

www.reflects.de

Reflects

Looking forward to the future cooperation: Reflects Managing Director Meinhard Mom-bauer (left) and Arvid Gareis.



For the third time, ztv Logistik participated in the International Logistics Day. Pupils, students, prospective warehouse logistics specialists and many others came to the company headquarters in Krefeld/Germany in April 2018 to experience logistics at first hand.

ztv Logistik

Experiencing logistics at first hand

Industry



Group photo with (self-picked) parcels: There was a lot for the participants of the promotion day to experience and get to know in the world of modern logistics.

The International Logistics Day was launched by the Bundesvereinigung Logistik (BVL) in 2008 and has been held annually ever since. The attendances of the previous years were a great success, which is why the event has become an integral part of the annual events

at the logistics professionals of ztv. Thanks to advertising at schools and universities in the region since the beginning of the year, there was once again an enormous interest and number of visitors.

Insights into the world of modern logistics

First of all, the pupils, students and trainees were able to learn more about ztv in a presentation and a short image film: information about the daily tasks as well as the career opportunities at the company. During a tour of the warehouse, much was then illustrated by practical examples. Finally, the visitors themselves were asked to lend a hand: they were allowed to pick and pack their first own package. Of course, many also took the opportunity to learn about the possibilities of vocational training, dual study or employment as a warehouse logistics specialist at ztv.

Positive outcome

At ztv Logistik, they took positive stock of the promotion day. Sue Schunk, Marketing Manager at ztv: "The Logistics Day offers the best opportunity to present ztv as an attractive employer and convince future specialists on-site to become involved with us." As a partner of the PSI, the logistics company has been operating the dispatch station at the PSI Trade Show for several years. <



Pupils, students and trainees were allowed to lend a hand during the tour.

www.ztv-logistik.de



5_6_7 FEB.
2019 | LYON

PROMOTIONAL
GARMENTS AND GIFTS

EDITION

#12

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

CTCO brings you a link with
promotional garment and gifts
business all year.

Today, the show gives you concrete
solutions to your problems of
tomorrow.

In 2018 :

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

Let's Go
CTCO
TRADE SHOW
2019

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

ALONGSIDE



IMAGE / PERSONNALISATION / DIGITAL

A



EVENT

INFOPRO

digital

During the General Meeting of Members of the Polish Chamber of Promotional Articles, held on 18 May 2018 in Rancho pod Bocianem in a village near Tarczyn, in connection with the ending term of PIAP authorities, the present members elected the new composition of the Management Board and the Audit Committee.

PIAP meeting

New Management Board has been appointed

Edyta Lisowska from Eblis B&L was re-appointed as the chair of PIAP, who in the previous term also held the position of President of the Polish Chamber of Promotional Articles. The position of Vice President of PIAP was taken over by Anna Roszczak from Asgard Sp. z o.o., holding the function of a Board Member in the previous term, Jacek Kozłowski from Guapa Produkcja Sp. z o.o. became the second Vice President of PIAP. Zbigniew Grzeszczuk (Paul Stricker), Wojciech Wąsowski (12M), Anna Tomal (Mart), Magdalena Humeńczuk (Inspirion Polska) and Beata Dobrowolska (EBK Reklama) were appointed Board Members of the Polish Chamber of Promotional Articles for the years 2018/2020. The appointed members of the Audit Committee were: Sebastian Piłka (Inter...Test), Iwona Dulińska (Kunszt), Zbigniew Zieliński (AWIH), Magdalena Owczarska (CiTRON Group) and Patrick Chrabkowski (Trober Polska). During the meeting, the Association's financial report for 2017 was approved and the Management Board was granted a discharge for 2017. PIAP's action plan for 2018/2019 was also approved.

care to stimulate the development of the industry and create a comfortable operating environment on the market. I am honoured to have been trusted again. For many years we have been proving that together we can really do more. Although every day we compete with each other for the attention of customers, each of us has one goal, which unites us - we want to build the image of an advertising product as an effective marketing tool. I am proud that together we shape good practices, educate the market and fight for the preservation of certain standards. I say goodbye to the old Board with nostalgia and welcome the new one, hoping to face future challenges," says dr Edyta Lisowska, President of PIAP.

To be an important voice

"I strongly believe in the power of organisations which gather companies that care about the interest of their operating industry. The company I represent has been a member of PIAP since 2014. Thanks to this, we can deepen our knowledge about the promotional products industry and, above all, be an important voice both in Poland and on the international arena. I encourage you to actively participate in our joint work, I am happy to share my experience in order to contribute to further development of PIAP together with the entire Board," added Jacek Kozłowski, Vice President of PIAP. "The position of Vice President of the Polish Chamber of Promotional Articles is both an honour and a great responsibility. I think it's good that the line-up of the Board has changed in 50%, thanks to this, experience will meet with 'fresh blood' once again. In the next term, we will continue to work on strengthening the position of the gift industry in Poland, and promote the Chamber abroad," says Anna Roszczak, Vice President of PIAP.

170 companies and advertising agencies

"PIAP is currently the largest organisation associating economic entities offering services and producing promotional items. Its members include over 170 companies and advertising agencies that



The new Management Board after the meeting.



PromoTex Expo

International Trade Show
for Promotion,
Sports and Workwear


8–10 January 2019
Düsseldorf

Book
your
stand
now!

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



A beautifully laid table enhances the enjoyment of a tasty meal. And anything that is beautiful and tastes good is also remembered. And in the literal sense of the word, we also present **tasteful (promotional) products** on the following pages.



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

Frothing ceremony

The company Braufabrik offers customised beer, sparkling wine, wine, liqueur and gin as well as non-alcoholic drinks from small quantities and on favourable terms. The Special Drink is ideal as a gift or merchandise item and delights customers and business friends alike. In addition to the choice of taste, the front label, back label and neck label can be personalised. The glossy, professional labels look classy and are a pleasure for the eyes, too. Numerous packaging options such as customisable six-packs complete the product portfolio.



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

Deliciously served

Anyone who wishes to offer dips in classy serving bowls will be making the right choice with the Delicious ceramic and bamboo snack bowl set from Interpro Brands. Harmoniously designed in a high-quality way, various dips and sauces can be filled into the three white ceramic bowls placed on a bamboo plate and served in style. For advertising purposes, individualisation by laser engraving is recommended.



VICTORINOX



DER LANGZEIT- WERBETRÄGER

Tomaten- und Wurstmesser
mit Wellenschliff, 4 Farben

b2b.ch@victorinox.com
Tel: +41 41 81 81 211



ESTABLISHED 1884



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

Hot and aromatic

The Organic TeaStick from Sanders Imagetools is available in ten varieties and also serves as a special gift at Christmas. For enjoyment, the stick can be served in a cup of hot water. After a short while, the hot beverage is ready to drink. Individually printed flow packs for all grades are available from 400 pieces, always printed in four colours and based on a simple cost structure. The TeaStick is also available from stock in a premium selection design in five different varieties.



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

Decorative cut

With just a few accessories, even the simplest meal can be festively enhanced with the right decoration. The coasters from Römer Lifestyle not only protect the table from annoying glass edges, but also give a laid table the final decorative touch. A set of four Rominox® coasters made of sustainable olive wood as well as a set of six coasters made of natural slate with rounded corners and protective sliders or sturdy stainless steel including a stand are available. All variations can be finished with engraving.

CAMILLE BLOCH IST EIN GESCHENK.

Camille Bloch
CHOCOLATERIE SUISSE
DEPUIS 1929

Das Familienunternehmen mit Sitz im Jura ist für seine hochwertigen Spezialitäten bekannt. Weniger bekannt ist, dass Sie jede davon auch unter Ihrem eigenen Namen verschenken können. In einer Verpackung, die ganz nach Ihren Wünschen gestaltet wird.

Camille Bloch nimmt unter den Schweizer Schokoladenherstellern eine Sonderposition ein. Und dies gleich in mehrfacher Hinsicht. Denn dieses Familienunternehmen macht alles etwas anders.

Das fängt damit an, dass man hier alles noch selber macht. Wo andere längst mit eingekauften Couverturen arbeiten, beginnt bei Camille Bloch die Herstellung der eigenen Schokoladen-spezialitäten noch mit dem Rösten der Kakaobohnen.

Doch auch die Schokoladespezialitäten von Camille Bloch sind einzigartig. Ragusa und Torino beispielsweise sind so eigenständige Kreationen, dass sie über die vergangenen Jahrzehnte zu eigentlichen Klassikern geworden sind. Sie werden heute noch unverändert nach dem Originalrezept hergestellt. Zwar sind bei beiden Varianten mit dunkler Schokolade dazugekommen, aber bei Camille Bloch hält man seit Generationen am Bewährten fest. Dies gehört zu den Vorteilen eines Familienunternehmens, das um den Wert seiner Traditionen weiss.

Und zu diesen Traditionen gehört auch, dass die Spezialitäten von Camille Bloch immer schon gerne verschenkt wurden. Nicht nur im privaten Rahmen, sondern auch von Firmen, Vereinen und anderen Institutionen.

Um Ihr Geschenk möglichst individuell zu machen, kennt das Unternehmen keine kreativen Grenzen. Sie können jedes Produkt des Unternehmens wählen, können die Produkte mischen und dann individuell verpacken lassen. Ob zu einem Jubiläum, als hochwertiges Weihnachtsgeschenk an Firmenkunden, als spezielles GiveAway an Messen, die feinen Naschereien von Camille Bloch sind stilsichere Werbeträger für anspruchsvolle Unternehmen. Fragen Sie uns, was wir für Sie tun können! Mehr Informationen dazu finden Sie auch auf www.camillebloch.swiss/b2b

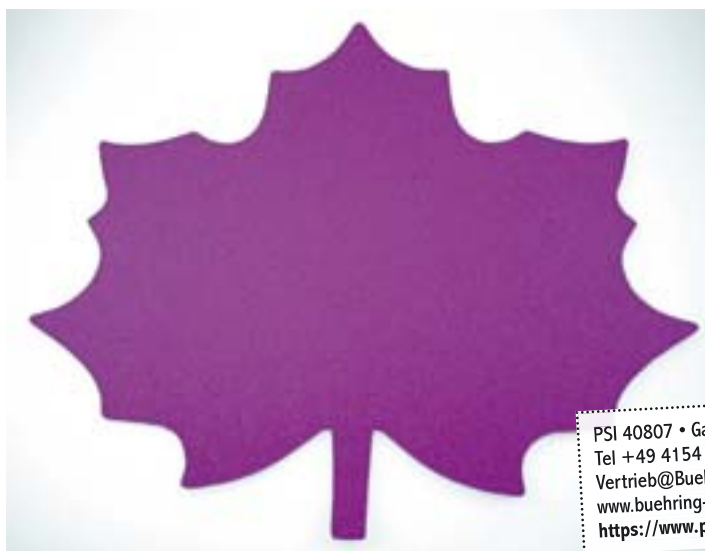
Camille Bloch im Überblick

Gegründet 1929 von Camille Bloch

- Innovativ: Erfinder von Ragusa und Torino sowie der Kirschsokolade ohne Zuckerkruste und der Mousse Schokoladen
- Röstet seine Kakaobohnen noch selbst und verzichtet auf eingekaufte Couverturen
- Einer der grössten Arbeitgeber der Region (180 Mitarbeiter)



Ein individualisiertes Give-Away, Jubiläums-Geschenk oder Festtags-Geschenk: Fragen Sie mich nach Ideen und Möglichkeiten!
Raphael Schlup
Key Account Manager B2B
Tel. +41329451225
raphael.schlup@cbsa.ch



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

Versatile felt products

Bühring has a new lint-free Italian PET felt in its assortment, made entirely from recycled PET bottles and completely vegan. The Miss Maple coaster protects the sideboard or dining table thanks to its cushioning, haptically pleasantly soft yet sturdy PET felt. Tools in four sizes are available; other sizes or shapes according to customer specifications are possible. Appropriate tools are required for individual designs. All other products which have so far been made from high-quality merino wool felt according to Oeko-Tex® Standard 100 Made in Germany can also be made from the much cheaper PET felt. The certified PET felt is available in numerous fancy or discreet colours. Production takes place project-related in Germany. Screen transfer printing is recommended for advertising purposes. Blind embossing is also possible for motifs that are not too intricate.



PSI 46261 • reeko design - a division of
Carstensen Import-Export HandelsGES. mbH
Tel +49 4106 7995070
info@reeko.com • www.reeko.com
<https://www.psiproductfinder.de/ymmmmg>

Stylishly served

The Serve serving bowl set from reeko design is a stylish form of presentation for dips, spices, sauces or small tapas. Such culinary delicacies can be decoratively arranged in the attractive bowls in which three different delicacies can be placed. The four-part set consists of three granite dishes which are served on an exquisite slate plate. An advertising message can be printed or engraved. The set is delivered in a high-quality gift box.



PSI 47517 • Zuckersucht GmbH
Event- und Werbekonditorei
Tel +49 89 9599581-0
post@zuckersucht.de • www.live-to-cake.de
<https://www.psiproductfinder.de/ytriot>

Sugar sweet reward

Delicious Baumkuchen is currently very popular: Zuckersucht offers Baumkuchen with a logo in attractive tins, juicy and coated with the finest dark chocolate. The metal box is printable but can also be lasered and thus refined into a special, individual gift. The marzipan topping and sleeve can also be individually printed.



PSI 45170 • buah GmbH
Tel +49 30 23581150
info@buah.de • www.buah.de
<https://www.psiproductfinder.de/zjmxnz>

Snack for all cases

buah stands for freeze-dried fruit blends and pure enjoyment of nature: the crispy fruit pieces in deliciously balanced mixes are available as a healthy snack, turn every muesli into a vitamin bomb and are prepared in seconds as a smoothie. The products are transparent and responsible; after all, they consist of clear, carefully traded ingredients and are handcrafted in sheltered workshops.

 **MAGNA**
Sweets and more

Xmas Neuheiten 2018



Lindt  **Lindt Lindor Werbekartonage >> Rentier <<**



Lindt  **Lindt Adventskalender Buch**



Lindt  **Lindt Adventskalender Haus**



12,5 g

60 g

100 g

Schoko Weihnachtsmann Individuell

weitere Neuheiten auf unserer Website

MAGNA sweets GmbH
Gewerbering 5/6
D - 82272 Moorenweis
Fon +49 (0) 81 46 - 99 66 0
info@magna-sweets.de
www.magna-sweets.de



PSI 47514 • Schärfer Werben GmbH
Tel +49 76 64 4056690
j.sons@schaerfer-werben.de
www.schaerfer-werben.de
<https://www.psiproductfinder.de/njy2mt>

Aromatic specialties

The scent of aromatic winter spices gives rise to anticipation of Christmas: Exquisite winter and Christmas spices and spice blends for every taste are available at Schärfer Werben: Among the varieties are mulled wine spice, gingerbread spice, a gingery spice preparation, the sugar & spice "baked apple" mixture, wild spices as well as duck and goose spice and many more. Apart from sachets, the packaging solutions also include spice dispensers, spice mills and even spice block bottom bags. The free neutral catalogue 100 % Taste is available as an online or print version.



PSI 41462 • Spranz GmbH
Tel +49 261 98488-0
info@spranz.de • www.spranz.de
<https://www.psiproductfinder.de/zjqxnt>

Spicy donation

The Metmaxx® GravityGourmet pepper mill from Spranz is the perfect way to spice up and refine delicious meals. The pepper mill in a trendy Chef de Cuisine copper style can be activated in a simple intuitive way by turning it by means of a gravity switch. For perfect dosage, the spice dispenser features a white LED light as well as an adjustable high-quality ceramic grinder. It is delivered in a design box.

Individual textile finishing

As a strong partner, Klam Textiles Marketing und Stickerei has been refining everything the textile industry has to offer for almost 30 years. The embroidery is exquisite and of high quality, the yarns used are intense in colour and of high quality for all customer requirements. The company accompanies the customer from the beginning and implements even complex-sounding wishes with great expertise. Of course, the embroideries withstand even adverse weather conditions. They are not only attractive, but also a robust form of eye-catching advertising in the outdoor area. Also available in an elegant form (e.g. as a napkin) for a laid table.



PSI 49110 • Klam Textiles Marketing & Stickerei • Tel +49 7129 92869-0
mail@klam.de • www.klam.de
<https://www.psiproductfinder.de/otvlnz>



Unser neuer Werbeartikel-Katalog ist da!

„CORPORATE GIFTS & INCENTIVES 2018/2019“

Seien Sie bei den Ersten, profitieren Sie von unserem aktuellen Angebot an Werbe- oder Prämienartikeln
 – mit oder ohne Branding (Bedruckung oder Sandstrahlung).

Wir freuen uns auf Ihre Anfrage!

VILLEROY & BOCH AG

B2B Promotions + Incentives · Saaruferstraße · D- 66693 Mettlach · promotions-incentives@villeroy-boch.com

WWW.VILLEROY-BOCH.COM/P-I





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

Colour your kitchen

The Swiss knife specialist Victorinox offers legendary household knives, including 4 models of small, indispensable helpers with handles in 4 fresh, trendy colours. These knives greatly facilitate preparation work: a tomato and sausage knife with a serrated edge, 2 short vegetable knives with a mid-point blade (one with a serrated edge and a slightly longer vegetable knife). They have super-sharp blades and are dishwasher safe. Their ergonomic design combined with an appealing haptic make working with them easy and safe. The knives are available in green, pink, yellow and orange and can be finished by blade etching. They can be used individually or in packages of 2 to 6 for a broad target group.



Go for gold

The Golden Flakes bottle with 22-carat, food-safe gold leaf is available in two versions from Römer Drinks: as a 0.75 litre bottle of sparkling wine or as a 0.2 litre bottle of Piccolo Secco, each in a set of six. Ideal as a valuable gift to express gratitude for work performed. Both versions can be shipped directly from stock and are therefore also ideally suitable as last-minute tokens of appreciation. If you want to further customise your message, you can create your own label for 60 0.75 litre bottles or 120 piccolo bottles. Römer Drinks also offers a broad portfolio of tasty, fresh advertising in cans, PET and glass bottles.

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>

Sweet Advertising Gifts

Quality advertising products from **IFS** certified production

NEW



24+1

Advent Calendar



**Turn-Around
Advent Calendar**



**Contour
Advent Calendar**



**31+1 Doors
Calendar**

Sweet advertising impact!



**Chocolate Fruit Pearls
Advent Calendar**

FERRERO
ValParaiso



Pulmoll

**The World's
Smallest Advent Calendar
in Promo Slipcase**

Sales Hotline +49(0)7643/801-17



www.ksw24.eu



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

Serve like a pro

Arrange and serve like a pro: With the elegant platters and coasters from elasto, serving is done in style because food should be a feast for the eyes, too. Available in various shapes and sizes, the natural slate platters with authentic break lines are sure to be a visual highlight at any table as decorative highlights or for serving appetizers, a variety of cheeses and delicious desserts. Four attached feet made of soft EVA prevent slipping on the table and scratching of the table top. The special coating of the platters and coasters prevents water stains and facilitates easier cleaning. The sets can be individually and, above all, permanently finished by means of laser engraving.



PSI 40972 • PF Concept International BV
 Tel +31 71 3328911
 customerservice1@pfconcept.com
 www.pfconcept.com
<https://www.psiproductfinder.de/njmyj>

Consummate indulgence

A good wine is the perfect companion for every dinner. PF Concept has several high-quality products in its portfolio with which wine can be enjoyed even better. Transporting and serving exquisite wine and two glasses is a breeze with the Miller wine butler from the private label Seasons. The holder is made of light, trendy bamboo wood and is suitable for different types of bottles and stemware. Another highlight is the two-piece Barlot wine set, a stainless-steel drip ring with a matching digital thermometer, both from the company's own brand Avenue. Packed in a Seasons or Avenue gift box, both products offer a variety of ways to apply advertising messages using engraving and pad print finishing techniques. Doming and all-round printing are also available for the Barlot.



ZWILLING
J.A. HENCKELS



www.zwilling.com

GESCHENKIDEEN FÜR JEDEN ANLASS

Ergänzende Informationen und Anregungen erhalten Sie von der Kester Bolz Handelsvertretung,
die für den bundesweiten Werbemittelvertrieb von ZWILLING zuständig ist.

Kester Bolz Handelsvertretung • Buntentorsteinweg 169 • 28201 Bremen
Telefon: 0421/5 25 17 80 • Fax: 0421/5 25 17 93 • Email: info@kesterbolz.de

Enjoyment guaranteed

WINE@8 from Troika increases the enjoyment of a good drop of wine in two ways: Firstly, the metal ring with inner felt absorbs unwanted drops and secondly, the silicone cork extends the drinkability of opened bottles even if the bottle cork no longer fits. WINE@8, a shiny chromed drip absorber and cork holder for wine bottles including corks, was awarded the reddot and German Design Award as one of the good ideas from the think tank in Rhineland-Palatinate.



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



Warm hearted message

On cold, rainy or busy days, the delicious chocolate drops from Kalfany Süße Werbung provide the ideal reward: Lovers of good old hot chocolate will melt away, just like the small chocolate drops in hot milk. Dark, white or milk chocolate drops of 20 grammes each in a promotional bag make up exactly one serving of hot chocolate with a seductive chocolate flavour. Just stir and enjoy. Promotional messages can be positioned on the generously sized promotional bag which keeps the Belgian chocolate drops fresh for up to six months.

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

The right spice

The Orbit 2.0 is a uniquely designed mouth-blown glass bowl set for oil and vinegar available from Xindao. The two separate compartments are of different sizes. The inner compartment has a capacity of about 60 millilitres, the larger outer one can be filled with up to 140 millilitres of liquid. This makes this attractive glass product ideal for use as a vinegar and oil dispenser, as an attractive gift and highlight for any stylishly laid table. Washing by hand is recommended.



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



PSI 41829 • Rastal GmbH & Co. KG
Tel +49 2624 16-0
werbeartikel-service@rastal.com
www.rastal.com
<https://www.psiproductfinder.de/mwy5mw>

New models

If you are looking for individual drinking vessels, you can choose from the large selection at Rastal. Numerous designs, versatile printing and decoration techniques are possible for finishing. The range extends from inexpensive direct printing with short delivery times and high-quality standards to the latest finishing methods. The multi-coloured direct printing machines guarantee a true-colour, dishwasher-proof implementation of even complex motifs. The finishing specialist for glass and porcelain operates flexibly and can optimally respond to a brand, target group, sensor technology, branding, functionality and budget. Individual customer requests such as logos or small messages can be implemented by Rastal from an order quantity 500 pieces. Two new cup models from high-quality porcelain have the potential to become real evergreens: "Cremona" and "Pura" stand for modern design, linear silhouette and solid workmanship. Their large area offers sufficient space for almost unlimited design possibilities.



PORZELLAN & GLAS

- » GROSSE AUSWAHL AN BECHERN UND KONFERENZGESCHIRR
- » VIELFÄLTIGE VEREDELUNGSMÖGLICHKEITEN, AUCH PERSONALISIERT
- » GLÄSER FÜR DIE GUTE TISCHKULTUR

www.snd-porzellan.de
info@snd-porzellan.de

The traditional Stedman brand boasts more than six decades of experience in producing clothing that is just as useful as it is contemporary. Today it is one of the most successful European brands for high-quality promotional textiles. The new collection includes 134 styles for men, women and children, including 18 new styles.

New products for 2018

5 product lines and 18 new styles

Promotional product customers of Stedman® always have a wide choice: From T-shirts, polos and sweatshirts to fashionable sportswear. The company's development department is constantly monitoring the market and researching important innovations in materials, colours, shapes and cuts. Current trends in the retail sector are taken up and transferred to the promotion area with meaningful adjustments. The new Stedman® catalogue offers 18 new styles within its five product lines.

Organic cotton in a chic style

The "Classic-T Organic" is one of the new additions to the "Stedman® Green Urban" product line: An absolutely classic round neck T-shirt for men, loosely cut for casual outfits and – like all T-shirts of this line – made entirely from OCS-certified organic cotton. Definitely a good choice for the environment. The two new "Organic Slub T-Shirts" for women and men are especially stylish: Also made from ecologically grown organic cotton which was also processed into slub yarn. The effect is a structured look which provides an individual appearance matching the fashionable cut.



Especially stylish are the two new "Organic Slub T-Shirts" for men and women.



Striking two-tone patterns make the figure-accentuating "Active Seamless Raglan" the star of any training session.

Comfort meets sporty style

After the men's Henleys were able to celebrate their success with the well-known "Stedman® Stars", it is now the ladies' turn: Two T-shirts with a narrow button placket in an individually structured slub look – the "Sharon Henley T-shirt", a women's crew neck, and the "Sharon Henley Long Sleeve", a long-sleeved shirt with buttons. Nickel-free metal buttons and fine details such as zigzag stitches complete the overall look. For sports fans, the "Stedman® Active Sports" line offers four new styles: "Active Intense Tech" are the two sports T-shirts for men and women made of fast-drying ACTIVE-DRY® functional fabric in modern colours. Different-coloured yarns in jacquard knits provide a refined, discreet melange pattern. Optimum wearing comfort meets sporty style in three selected heather tones. The two "Active Seamless Raglan" for active ladies and gents are more striking: distinctive two-tone patterns, achieved by Jacquard



The new “Active Quilted Jackets” offer exceptional comfort and warmth.

knitwear, make the figure-accentuating styles the star of every training session.

Elegant appearance

“Stedman® Active Outdoor” has everything you need for outdoor adventures. Nine new styles will expand the already wide range of jackets and waistcoats in 2018. Stylish and pleasantly warm: the new “Active Quilted Jackets” offer exceptional comfort and warmth thanks to the quilted padding – and are pleasantly light. The leather-look piping on the collar and zip underlines the elegant appearance of these quilted jackets for men and women in classic colours. Patch pockets with press studs and a stand-up collar complete the offering. They are just as water and wind repellent as the brand new “Active Quilted Blouson”, a modern men’s black quilted jacket with wide cuffs. Especially practical for all finishing techniques: A zip in the back lining allows easy access.

New styles in a leather look

Cool and casual – these attributes lie precisely at the heart of the new “Active Biker Jackets” for men and women. The two new styles in a leather look not only appeal through optical highlights: the stylish jackets are water and wind repellent, pleasantly light and yet warm. The back lining provides easy access for finishing. The “Active Pilot Jacket” is also celebrating its premiere: a state-of-the-art men’s jacket with a sporty, masculine cut. Our pilot jackets offer high wearing comfort, a wind- and water-repellent surface and are therefore an ideal companion for leisure activities in the fresh air. Here, too, finishers can look forward to a practical access in the back lining.

Pleasantly soft

Stedman’s extra-soft softshell jackets are matched with adjustable, multi-piece hoods: the lightweight “Active Soft-shell Hooded Jacket” for men and women is also wind



Two T-shirts with a narrow placket in an individually structured slub look – as a ladies’ round neck “Sharon Henley T-shirt” (left) and as a long-sleeved shirt with buttons “Sharon Henley Long Sleeve”.

and water resistant and made of highly flexible 4-way stretch. In addition to the classic black and white, the breathable jacket is also available in bright crimson red. At last, hooded fleece jackets are now also available from Stedman®. The men’s microfleece “Active Hooded Fleece Jacket” is ideally suitable as a warming intermediate layer. The material is brushed on both sides and therefore pleasantly soft on the skin.

Many additional colours

In addition to brand-new products, many extra colours have been added to the existing Stedman range. Styles with new colour options include Shawn & Sharon Oversized Slub, Active Sweat-jackets for women, Active Padded Vests and Active Knit Fleece for women. Incidentally, many of the well-known best-sellers are part of the “Stedman® Basics”: Proven for years as quality products and attractively priced – real essentials for almost every need in the promotion market. The classic polo for men and women as well as the Classic-Ts will also offer three new contemporary colour variants from 2018 onwards.

<



The new “Active Biker Jackets” for men and women are cool and casual.

Whether it be as a cult accessory, memorabilia, gimmick with a statement or collector's item – pins are available in various designs, shapes and colours. However small or big they may be, they can certainly be dangerous. Intertek helps manufacturers, importers and distributors to ensure the quality and safety of these products.

Pins and their pitfalls

Ensuring the good impression lasts



Pins are available in countless variations, shapes and colours. From events, clubs, companies, as a motto pin or with an advertising message. Most of these small and cheap accessories are simply an eye-catcher. But the potential risks of these little pins are just as diverse. Common to all types of pins is that they consist of a metal carrier with a needle. This is where the dangers lie especially because pollutants in the seemingly irrelevant small metal parts may go unnoticed. At European level, however, there are legally binding limits that are intended to protect consumers from dangers.

Beware of hazardous substances

REACH regulates the handling of heavy metals such as lead and cadmium. Lead has been shown to permanently damage the nervous system. Cadmium has a

harmful effect on the kidneys. There must be consensus that these elements should by no means appear in decorative items such as pins. Especially as the needles or

clips may be in contact with the skin for a long time, particularly when the pins are worn on clothing. In this case there is a risk of allergic skin reactions to nickel. Even the applied plastic or paint layers may contain questionable ingredients. There are, for example, plasticizers, carcinogenic PAHs or environmentally hazardous short-chain chlorinated paraffins which have absolutely no place in a lifestyle product or promotional pin.

Prudence is worthwhile even with little things

At events, pins are also often given away to the guests of clubs or the visitors of amusement parks or folk festivals. Particularly pins with small LED lights are promotionally effective eye-catchers: Blinking lights draw attention! For example, at the "Ladies Night" in a club, where a flashing heart immediately draws the gaze of the men because it flashes on the lapel of the lady. Undoubtedly a nice product, but further regulations must be observed here too. On the one hand, the regulations of the battery directive and the regulations of the ROHS directive apply to the small button cells. Such small give-aways also cast a negative light on distributors and event organizers if the cover of the pin breaks off or it has sharp corners and edges.

Intertek's technical experts provide test programs tailored to the individual items, enabling manufacturers, importers and distributors to ensure the long-term compliance of their products.

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

Picture calendars are an expression of a special value. Emotional motifs affect the viewer and always attract attention. An individual design can further strengthen this effect. Even in the age of advancing digitisation, picture calendars are as popular as ever, as the turnover figures of the industry show.

Digital calendar workshop with interactive design programme

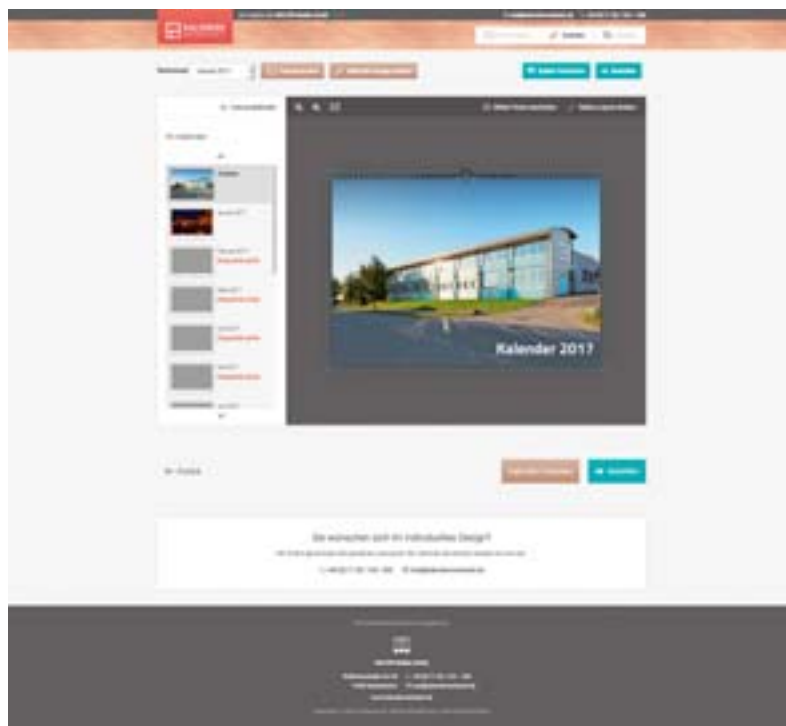
Implementing own ideas in a high quality

Whe attractiveness of calendars, however, is reflected not only in turnover figures. According to the Promotional Product Monitor 2015 of the GWW, calendars are also popular promotional ambassadors, placing them among the top three in the ranking of the most frequently used promotional products. As an emotional ambassador, they draw attention as well as interest

and create recall values. They can tell stories, celebrate moments of happiness, savour beauty, show commitment and profile – picture calendars are all-round talents and arouse creativity. WALTER Medien, which describes itself as one of the most renowned calendar manufacturers, has recently launched a digital calendar workshop. “Interested parties can organise their calendar project here with a simple, intuitive online solution and then have it implemented,” explains Bernd Dehn, assistant publishing manager. “First and foremost, it has been designed for clubs, cities, communities, schools and small businesses. The extended target group, of course, includes all those who provide their own ideas for their calendar, want to implement them in a high quality and order at least 50 copies.”

Interactive design and ordering programme

Kalenderwerkstatt.de offers users an interactive design and ordering programme which is divided into manageable levels. First of all, you can choose between a small format and an eye-catching appearance. Afterwards, numerous layout variations are offered – from the picture calendar with format-filling eyecatchers to a collage of twelve motifs per sheet. With regard to the use as an advertising ambassador or sales calendar, a proprietary logo or, for example, a sponsor logo can be integrated into each monthly sheet. “The advantage of the calendar workshop is that the user creates his own calendar directly in the browser. The installation of additional software or a login is not necessary. The design phase can be started immediately,” says Siegfried Müller, publishing manager. Another advantage of the calendar workshop: work on the calendar can be interrupted at any time, the draft version can be stored and/or preview links can be sent. Once the design has





been finalised, the user uploads his photos. The print quality is checked before producing the calendar. The calendar is printed on high-quality, FSC-certified photographic paper. Sturdy cardboard backing and a wire comb binding complete the production. Once the design has been approved, the order can be placed. Shipping to the desired address is free of charge.

Sustainable quality

By their own account, creative promotional calendars in a sustainable quality are a specialty of the company. The topic of sustainability is of great significance at WALTER Medien, an active market player for the past 65 years. From the trainee to the boss, everyone is involved in environmental protection. For the past two decades, sustainability has been an important pillar of corporate culture in the relevant three areas – ecology, economics and social issues. For example, highly modern printing machines which can work with ecoprint inks are used in the production process. Many calendars are FSC-certified. WALTER Medien is also involved in social activities, such as for a children's foundation, by designing and producing calendars for them. The proceeds benefit the children. For the second time in a row, WALTER Medien was successful at the 2016 PSI Sustainability Awards. After being the over-



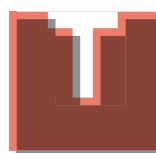
The topic of sustainability is of great significance at WALTER Medien. For two times in a row, the company was successful at the PSI Sustainability Awards.

all winner in 2015, the company was nominated twice in 2016 and eventually won the “Economic Excellence” category for outstanding quality and safety management. WALTER Medien was among the top four at the environmental award for companies in Baden-Württemberg in 2016. Ground-breaking companies which are environmentally-conscious in their production and operate in a sustainable manner are awarded. Managing Director Dr.-Ing. Eberhard Nehl is proud of the recognition: “This simply shows us that we have chosen the right path. We will continue to follow this path because we want our children to have a healthy living environment.” WALTER Medien is a member of AG Zukunft. Under the umbrella of this working group, seven German and one Italian manufacturer of calendars, which produce high-quality, paper-based quality products, have committed themselves to sustainability – from sustainable production to fair working conditions. WALTER Media is committed to the sustainable future of the entire industry. <

Albina Pen

A matter close to her heart

“One thing leads to another” is one of Niccolò Machiavelli’s countless surviving quotes. A statement that the Florentine philosopher, politician, diplomat, chronicler, writer and poet could have alluded to Albina Pen, had he not lived 500 years before her. “One thing leads to another”, however, fits perfectly with the life story of the co-founder and managing director of Dragon Gifts.



The success of this Russian woman in the promotional product industry has evolved over the years. When she was still at school, she was expected to have a career as a teacher or a journalist. In fact, at the age of 15, Albina Pen earned her first money writing articles in the regional press. Her ability to explain things well and to put them in a nutshell may have contributed to her enrolling in the theatre faculty after school and being trained as a special events manager. Another important factor was her desire to exploit her creative potential. But she did not want to rely on that alone. During her studies, she also completed business courses. “I sought a broad education – in art and culture as well as in economic matters. I had to learn where my strengths and weaknesses lie and how I can improve. It has always been a trade-off between what I wanted and what I had”, says the mother-of-two when describing her (professional) beginnings.

Headfirst into a new life

If you want to understand how and why Albina Pen has become a successful promotional product professional, you need to take a closer look at her career. The roots of the 38-year-old lie in Blagoveshchensk, near the Chinese border. Its geographical proximity to China eventually led to her taking on a job with a Taiwanese company in southern China specialising in the manufacture of mobile phone accessories. Looking back at this time, Albina Pen says today: “I rushed headlong into this completely new life for me. I spent most of the time in production to get to know all the steps of good work. At the same time, I had to learn Mandarin.” With a wink, she adds: “And in all honesty, that is not exactly the simplest language.” The advantage of this phase of her life: She learned something new every day. “Chinese culture, the mental attitude of the Chinese

and their way of doing business. That was quite difficult, but it paid off and enabled me to start my own business.”

At the beginning were mobile phone accessories

Albina Pen and her husband Denis laid the foundation for their own business in the southern Chinese city of Guangzhou. “Back then, we were among the few non-Chinese people to live there,” recalls the native Russian. “Chinese chocolate was salty. The bread was sweet. But despite all the differences, we found out very quickly that we also have something in common with the city. We fell in love with Guangzhou and could not imagine a better place to start our own business. We started with telephone accessories and logistics services. That was the birth of Gain Dragon. When we saw the good growth prospects, we continued to develop new services that initially became separate business units and later independent companies with legal independence and their own employees.” That is how Dragon Gifts evolved, for which she now works exclusively and is responsible.

No sign of weariness

When dealing with mobile phone accessories on a daily basis, Albina Pen realised very quickly that some of them were suitable as giftware. With lightning speed, more and more phones and gadgets came on the market. Some of them were much more than just accessories. The creative businesswoman realised very quickly: When branded and personalised as well as individually packaged, they became new articles. “After attending the Canton Trade Fair and the Hong Kong Gifts & Premium Fair for the first time, I realised that I could expand my product range. So, I entered the promotional product industry and found what I was always looking for: a sector where I could develop my full creative potential.” Albina Pen sees the special advantage of the promotional product industry in the enormous selection of products. “The products are so diverse that it is simply impossible to get bored,” enthuses Albina Pen. “I work with so many different people that new horizons open up with every project. When I worked for BMW and Toyota, I learned a lot about automobiles. When I prepare an offer for a pharmaceutical company or a wine shop, I immerse myself in their peculiarities.” Her work is never monotonous and therefore the 38-year-old cannot imagine ever getting tired of the industry.

>>

ALBINA PEN IN PERSON

What was your first thought this morning?

I thought of new coffee blends my clients brought me from the Dominican Republic, I couldn't wait to taste them. I can't imagine my morning without coffee.

When is your day a good one?

A busy day at work when everything planned is accomplished.

What gets you in a good mood?

Many things actually, I try to appreciate every moment of life as it's truly beautiful. Even just a bright sunny day or good music can improve my mood immediately.

And what drives you crazy?

People who can't keep their promises.

What are you most likely to forgive yourself about?

An extra cake or a late hearty dinner that will cost me additional time at a tennis court or in a swimming pool.

When do you lose track of time?

When I spend time with my children or work at an engrossing project.

If you were forced to take a four-week holiday, where would you go?

I would choose a trip to South or North America. It's great to discover new places.

What do you like spending your money on?

I love to buy things for my kids, I try to give them everything I didn't have when I was a child.

Do you let yourself get seduced by advertisements?

Absolutely yes, but only by high profile ones. I don't like cheap, intrusive advertisements.

When is a promotional product a good promotional product?

A good promotional product should be useful, functional and evoke positive response from its recipient.

What is the best promotional product you have ever received?

I got a power blade from my Chinese business partner. Soon that product won hearts and minds of our Russian and European customers. In 2017, it became a winner in PSI FIRST.

What do you find irritating in relation to promotional products?

I find it irritating when people don't try to broaden their product line and constantly order the same small variety of goods for every occasion. We specialize in individual approach to every promotional campaign and offer different assortment range for every event.



>> Professionals, but not magicians

Despite her enthusiasm, she also knows the difficult aspects. And, above all, she thinks of the occasional weakness on the part of the customer when it comes to planning ahead. "Customers ask for products at a certain point in time, but sometimes they do not give us time to produce quality items and deliver accordingly. We are all true professionals, but not magicians." In this context, Albina Pen lists several attributes of Dragon Gifts that she believes make her company unique in the international promotional product industry. "Our uniqueness lies in our truly extensive range. Over the years, we have built solid busi-



The promotional products of Albina Pen and Dragon Gifts meet the taste of the customers. In 2017, the company won the PSI FIRST Award (Albina Pen and Michael Freter, Managing Director PSI).

ness relations and concluded exclusive contracts with leading manufacturers. We can literally make any product – from the simple to the high-end version. As our head office is in China, we can offer our customers competitive pricing, quality control on every order, and trouble-free supply. Our Guangzhou office has a large team of Chinese and Russian professionals who all speak two to three languages. This is a key advantage," says Albina Pen when elaborately and passionately describing the advantages of her company. Not without pride, she immediately adds Dragon Gifts' greatest achievements: "We produce licensed products for international sporting events."

Bright innovative future

Moreover, she is very proud of her Moscow office: "Although I opened it only three years ago, I have managed to build a professional, close-knit team." Last but not least, she attaches great importance to sustainable success. "I would like to see three key aspects inextricably linked to Dragon Gifts: High-end products that are safe and environmentally friendly." Therein lies what Albina Pen calls the "bright innovative" future of the promotional product industry. The products of tomorrow must meet safety and environmental criteria. At the same time, they will always become more technology-oriented due to the evolving developments." For the open-minded businesswoman, this is certainly a development with a lot of growth potential which "can positively change the promotional product industry."

Building a bridge

When Albina Pen talks about Dragon Gifts, she does so with great passion. It quickly becomes clear that for her it is more than just a company. "Dragon Gifts is my creation, my idea. It's an integral part of my life, a matter close to my heart." And she still has many plans to move her business forward. "I'm very much a perfectionist. My motto is: rather a little less but close to perfection than more but half-hearted." Albina Pen wants to build a bridge between Europe and China with Dragon Gifts. That is one of the reasons why Dragon Gifts has become a PSI member. The fact that the company has become increasingly attractive to customers who want to work with Chinese companies has encouraged them to intensify the bridge-building. "Working with Chinese business people harbours pitfalls," says Albina Pen. "You simply have to exercise caution when choosing partners who produce high-quality products according to customer requirements."

Most important mission of all

Despite her professional ambitions, the mother-of-two has a much more important private ambition: "I want to educate my two children into happy, decent people and give them an excellent education. My daughter and my son should learn how to find their way around and be able to adapt to a variety of situations without giving up their dreams. I really hope I succeed."

Save the date!
7 September 2018

More information at www.psi-awards.de



PSI Sustainability Awards Ceremony 2018

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

The award ceremony will be followed by a joint dinner.



Pictures: © Behrendt und Rausch

Sponsored by



PF Concept International B.V.

bullet

Archeus

LABEL



Partner





Advantages of Made in Germany

Classic promotional items are among the focal points in the HEPLA range. From chip holders to flying discs, ice scrapers, clipboards, pens, bottle openers and note boxes, the company produces in Germany using plastic injection moulding and finishes using screen, pad and digital printing. In-house production and processing are important pillars. The articles are presented in the 180-page, six-language main catalogue called "HEPLA World of Advertising 2018".

PSI 41583 • HEPLA-Kunststofftechnik GmbH & Co KG
Tel +49 5681 9966 • info@hepla.de • www.hepla.de
<https://www.psiproductfinder.de/mtcxnj>



Intelligent in the rain

Staying dry has become much smarter now. With the **striking Smart Umbrella** from Intraco with fibreglass ribs and a high-quality pongee fabric, even bad weather is more fun. With built-in smart features such as an anti-lost tracker, weather forecast app, call notifications and Find My Phone software, the owner is always one step ahead of the rain. A large advertising space conveys zeitgeist in a really modern style.

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



Black as the night

The new Night Book from Geiger-Notes surprises with completely **black content pages**. The DIN A5 business notebook is inscribed with a supplied pen containing a silver refill. The buzz phrase "full equipment in black" takes on a whole new meaning in this business notebook. In addition, the Night Book scores with round corners on the book cover and body, the practical micro perforation of all note pages and black header and tail paper. As with all Geiger-Notes products, it comes in the proven quality "Made in Germany".

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



Enhanced writing instruments

A chic, elegant metal ballpoint pen with a matt lacquered housing: That's the LUMOS. uma has now made this successful model even more colourful and eye-catching: On the one hand, there are now numerous other colours available and the **LUMOS GUM** with a matt lacquered coloured case is completely new. The LUMOS GUM is also available with a shiny black metal clip and push-button. The case is also made of black metal – this is really great when it comes to laser engraving. This results in multi-layered, brilliant brand messages with depth. And let's not forget the well-known uma Tech Refill with a nickel silver tip and tungsten carbide ball with German ISO-standard writing paste.

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

-Advert-

**Blender
Bottle**

MIX IT UP!

WORLD'S BEST-SELLING SHAKER CUP

www.blenderbottle.eu - sales@blenderbottle.eu



Impressive appearance

For the literally **successful appearance** of a logo and advertising message, palupas shoe is the right contact. The Berlin-based company specialises in the production of sandals and thongs and convinces with fast delivery times from 24 hours and a high flexibility in terms of printing and minimum quantities. The shoes are available in sizes 25 to 48 and the entire surface of the sole can be printed in 4c. Even single-colour printing of the straps according to Pantone is possible. Since this summer, palupas shoe has been offering cut-outs in the sole starting from ten pairs.

PSI 48691 • palupas shoe GmbH
Tel +49 30 60986990 • info@myfotoflips.de • www.myfotoflips.de
<https://www.psiproductfinder.de/mwu5nt>



Quality creates trust

The visual impression of the new Evo Pro+ from Schneider paired with a growing trust in the brand is the decisive advantage over many competitors. The pearly shimmering pen is available in the three colours black, white and gold, which outdo each other in their **glamorous appearance**. Advertising messages occupy a prominent position on the finished shaft. The removable tip, clip and push-button are made of metal and processed with white bronze. Thanks to the clever Plug+Play system, the Evo Pro+ can be refilled with various refill formats.

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

WE CON NECT

| INNOVATION | INSPIRATION | INFORMATION

With new ideas into the future!

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

Cordless on the ears

With these **Bluetooth headphones** from Panda Walker, no annoying cable can disturb music enjoyment. The mini headphones come in the popular colours white, black, pink, red and gold. The set includes two mini Bluetooth headphones, a charging box that can be customised to the advertising messages, a USB charging cable and a user manual.

PSI 49828 • Panda Walker Inc. • Tel +1 718 8197976
orders@pandawalker.com • www.pandawalker.com
<https://www.psiproductfinder.de/zwixng>



Sustainable seed paper

Thriving messages are promised by Xiving Greengiving with environmentally friendly seed paper. This consists of 80 or 200 gr./m² paper with **inserted flower seeds**. These seeds germinate and become beautiful flowers when the paper is covered with soil and kept moist. The seed paper comes in different shapes and colours. A logo or design can be printed. In addition, Xiving can not only print the paper, but also bring it to any desired shape with a customised stamping tool.

PSI 44302 • Xiving • Tel +31 342 745770
info@xiving.com • www.xiving.com
<https://www.psiproductfinder.de/zdc5nd>



Office tool with zeitgeist

The flip:Pen from K+M Werbemittel is an **innovative synthesis** of a multifunctional office tool and a contemporary hand-held gyro. A replaceable ballpoint pen on one side, a highlighter on the other – the ONE version also includes a slim USB stick. So everything is complete for a day in the office, studying or learning. Optimised especially for the promotional product market, the Flip:Pen offers a multitude of customisation options. From the case colour to a large print area for a logo.

PSI 1334 • K+M Werbemittel GmbH
Tel +49 6104 40010 • info@k-m-werbemittel.de
www.k-m-werbemittel.de



Green Line
we take care

heri
RIGONI



The Incognito stamp from Heri-Rigoni makes sensitive data unreadable. (Photo: Heri Rigoni)

Making unreadable with certainty

Resourceful suppliers are already responding to the GDPR with innovative product ideas. With the **Incognito stamp**, Heri-Rigoni, a traditional manufacturer of stamp products, offers a tool to stamp over sensitive information on documents, letters and other script to a level beyond recognition. Due to the high-quality stamping ink, confidential sender data, customer data and bank data or even private details are stamped over in such a way that they can no longer be read even with backlight. This also satisfies sustainability because the papers, which are usually only printed on one side, can now be safely used on the back as notepaper and concept paper. Even packaging materials such as padding and cardboard boxes can be easily used multiple times. This saves resources and is extremely economical. For the sake of the environment, the greenline stamp housing is also manufactured according to ISO 14001 Environment from 80 percent recycled plastic and CO₂ climate-neutral.

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

-Advert-

DEIN LOGO DEINE FLASCHE

WIR FÜLLEN FÜR DICH AB:

KLASSIK

Pils, Helles,
Dunkles,
Weizen

CRAFT

Pale Ale, Porter,
India Pale Ale



► ab 800 Flaschen

► ab 0,46 €
pro Flasche

► 7 Sorten

VULKAN

BRAUTRADITION SEIT 1875

Unmistakable details

Prodir, a specialist in producing innovative promotional pens, offers a wealth of unmistakable details within the DS8 family: the elegant minimalist lines of the clip, the functional design of the metal button, the choice of fine metal tips and the various finishes to perfectly capture the character of each brand. However, the exclusive detail that really makes the DS8 Metal Clip stand out is the **clip holder**, a design element that lets you set surprising colour accents or create a seamless transition to the other components. Depending on the chosen model, the clip holder can serve as a contrasting element or blend in perfectly with the matching shades. The elegant clip holder makes the DS8 unique and is sure to be an eye-catcher.

PSI 43417 • Pagani Pens SA / Prodir Division Tel +49 6762 4069-0 (D)
Tel +41 91 93555-55 (Int) • sales@prodir.gmbh • www.prodir.com
<https://www.psiproductfinder.de/ngu0yw>



Drinking is fun

It is common knowledge at Bottle Promotions that fluid intake is important, especially in warm weather. So why not have fun drinking? Pieces of fruit or herbs can be put on the Fruit Fusion Stick of the FUSE bottle to add flavour and vitamins to water. The **elegant lifestyle bottle** with 450 ml content is made of soft, squeezable, BPA-free polyethylene and has a removable lid for easy drinking. The FUSE is also available without the Fruit Fusion Stick and is thus multifunctional.

PSI 45767 • Bottle Promotions
Tel +31 70 5121773 • carl@tacx.nl • www.bottlepromotions.nl
<https://www.psiproductfinder.de/m2nhmw>

Everyday heroes on the desk

With the **latest “Everyday Heroes” collection** from Geda Labels, you can show employees, colleagues or even customers how much you appreciate them. The Hildesheim-based company has gift ideas in its portfolio that come from the heart: large porcelain cups (300 ml content) with real gold print and matching boards measuring 23.5 x 14 cm. The decors on the coffee to go cups and drinking bottles make life a little happier, says the supplier. Innovative products made of glass, porcelain, plastic and textile are available.

PSI 49535 • Geda Labels GmbH
Tel +49 5121 703130 • info@gedalabels.de • www.gedalabels.de
<https://www.psiproductfinder.de/mdliyj>



Ever-young cult brand

Who does not enjoy recalling the iconic PUSTEFIX soap bubbles from their childhood days. The soap-blowing bear from PUSTEFIX is the leading brand for soap bubbles. The PUSTEFIX tube with its unique design is a **true classic** after 70 years and is well known and loved by young and old alike. And you can easily evoke sympathy with PUSTEFIX soap bubbles. Those who give pleasure to others receive a smile – and in a best-case scenario the next customer or order. This is how one brand reinforces the other. SUCCESS-Werbung in Tübingen individualises PUSTEFIX soap bubbles as an advertising medium for companies. With customised packaging, this brand-name product is the perfect likeable support for all marketing activities. Whether it be at events, trade shows, workshops or seminars, the original give-away is not only gladly distributed but also gladly taken along and used. This appreciation guarantees optimal attention for every advertising message.

PSI 43053 • Pustefix GmbH, Success-Werbung
Tel +49 7071 791005 • info@success-werbung.de • www.success-werbung.de
<https://www.psiproductfinder.de/m2jkyz>



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



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
 Treffsicher 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

EINKAUFSWAGENLÖSER / KEY CHAIN

0,59 €
 pro Stück*

Einkaufswagenlöser.de
 Mit Ihrem Logo!

*inkl. gratis Schlüsselfundservice, 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

FILZ / FELT

HERZIGE FILZCHEN
 Bierkrugkennzeichner, lasergraviert & beschreibbar



ab **300 Stück**

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

& mehr Pins
 GmbH & Co. KG

PSI No. 46925

www.pinsundmehr.de

MAGNETE / MAGNETTAFELN MAGNETS / MAGNET BOARDS

adamo design® gmbh

Magnete mit Doming



**Whiteboard
Tischaufteller**

www.adamodesign.de • info@adamodesign.de

PSI No. 42299

www.adamo-design.de

PFLANZENSAMEN / PLANT SEEDS

Printed seed paper



xiving®

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

Let your seed paper flourish.
grows in four easy steps

PSI No. 44302

www.xiving.com

REGENSCHIRME / UMBRELLAS

Samsonite R-PLU KOLLEKTION

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



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

PSI No. 48847

www.samsonite.de

SCHLÜSSELFINDER / KEY FINDER

Schlüsselfinder
Mit Ihrem Logo!

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

www.einkaufswagenloeser.de

+49 (0) 36 705 - 6 5000

PSI No. 49467

www.einkaufswagenloeser.de

SCHREIBGERÄTE / WRITING INSTRUMENTS

P.COLLECTION

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. 0 21 62 - 53 008-0
Fax - 53 008-20 · 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

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

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

KLEEN-TEX

PSI No.43358

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®

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

Promostore GmbH
Am Lichtbogen 4 · D-45141 Essen
Bewerbung@promostore.de

www.dopplerschirme.com

Wir suchen zum sofortigen Eintritt eine/n

KEY ACCOUNT MANAGER/IN NORD-DEUTSCHLAND (VOLLZEIT)

Individual Werberegenschirme

Ihre Aufgaben:

- Kundenbetreuung, -entwicklung und -gewinnung
- Messeteilnahmen und laufende Kundenbesuche
- Markt- und Wettbewerbsanalysen
- Ergebnis- und Umsatzverantwortung

Ihr Profil:

- Abgeschlossene kaufmännische Ausbildung
- Mehrjährige Berufserfahrung im Vertriebsaußendienst
- Hohes Maß an Eigenverantwortung
- Fließende Deutsch- und Englischkenntnisse
- Sehr gute MS-Office-Kenntnisse
- Kommunikationsstärke und stilsicheres Auftreten

Ihre Perspektiven:

- Mitarbeit in einem motivierten Team
- Dienstauto

Ihre Bewerbung per Post oder E-Mail:

doppler, E. Doppler & Co. GmbH, z.H. Natasa Marjanovic
Schloßstraße 24, A-5280 Braunau-Ranshofen
E-Mail: personal@dopplerschirme.com

Additional suppliers can be found in the reference work
PSI Supplier Finder 1/2018 or online in our
PSI Product Finder

www.psiproductfinder.de

1/2018

PSI

SUPPLIER FINDER

www.psiproductfinder.de

TOP 160
EUROPEAN SUPPLIERS

TOP CERTIFIED

INSERENTEN-VERZEICHNIS / LIST OF ADVERTISERS

PSI No.	Inserent / Advertiser	Seite / Page			
42299	adamo design GmbH	084	46925	Pins & mehr GmbH & Co. KG	084
49635	BlenderBottle Europe GmbH	075	42332	Prodir	001
46905	Brauns-Heitmann GmbH & Co. KG	039	14964	Promostore Merchandising GmbH	086
PSI Partner	CIMAG	047	PSI Partner	PromoTex Expo - Reed Exhibitions Deutschland GmbH	049
45452	CD-LUX GmbH	U2	PSI Partner	Promotion Magazine	093
48760	Chocolats Camille Bloch SA	053	44724	PROMOWOLSCH - The Customer Factory	084
48316	CHOCOLISSIMO	033		PSI - Reed Exhibitions Deutschland GmbH	067, 073, 087, U3/IBC
PSI Partner	DKMS	096	43053	Pustefix GmbH	025
49989	Erwin Pfaff e.K.	027	48954	Pusula Basim	029
42809	Pecher GmbH	085	48847	Samsonite GmbH	085
42320	Fischer-Import GmbH	085	45567	SND PorzellanManufaktur GmbH	063
41615	Geiger-Notes AG	005	PSI Partner	Stiftung Deutscher Nachhaltigkeitspreis	007
41016	Heri-Rigoni GmbH	002	45328	Stilolinea Srl	037
46235	HERKA GmbH	031	44970	TRIGON Deutschland GmbH	003, 085
46235	HERKA GmbH	085	41848	uma Schreibgeräte	023
42907	Inspirion GmbH	009	44281	VICTORINOX AG	051
PSI Partner	Intertek Holding Deutschland GmbH	082+083	47724	Villeroy + Boch AG	057
41545	JUNG BONBONFABRIK GmbH & Co. KG	U4	PSI Partner	viscom - Reed Exhibitions Deutschland GmbH	077
42706	Kalfany Süße Werbung GmbH & Co. KG	059	44286	Vulkan Brauerei	079
41794	Karl Knauer KG	019	44302	Xiving - Greengiving BV	084
43358	Kleen-Tex Industries GmbH	086	45918	ZOGI GmbH	041
40823	KLIO	021	47395	ZWILLING J. A. Henckels Deutschland GmbH	061
41752	Knirps + doppler	086			
44455	LINOTEX GmbH	084			
41617	MAGNA sweets GmbH	055			
42020	mbw® Vertriebsges. mbH	035			
49467	Pinkey AG	084, 085			

Beilage / Insert (*Teilaufage / part circulation)

PSI Supplier Finder 01/2018

*

TOP PRODUCT TOPICS IN PSI JOURNAL

Think Green! Your customers can use your promotional product with a clear conscience? Then you should place your Ecological and Sustainable Products in the August/September issue of the PSI Journal.

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

Issue
12
2018

ELECTRONICS, STORAGE MEDIA AND DIGITAL
PRODUCTS and **TOYS AND PLUSH ARTICLES**

Copy deadline: 15.10.2018
Deadline for ads: 5.11.2018



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 Novelty Box | Haptically exclusive

What you once felt and grasped in the truest sense of the word remains indelibly engraved in your memory. Whoever is haptically convincing will accordingly receive a positive echo. Reason enough for the PSI as an international network of the promotional product industry to establish a suitable and promising tool for haptic advertising. This new format is called the PSI Novelty Box, benefitting suppliers as well as distributors and consultants.

Show what a product can do

Suppliers can place their product or product innovation in an exclusive setting directly with the promotional product distributor and consultant and allow the benefits of their product to be experienced haptically. In addition, the PSI Novelty Box serves as an eye-catching sales tool for promotional product distributors and consultants, enabling them in turn to allow their customers to literally grasp their product or product innovation. In addition, a booklet supplied with the PSI Novelty Box shows what the product is capable of and what makes it so special. Thus it provides promotional product distributors and consultants with valuable information on product features, the delivery time and possible delivery quantities, and not least a convincing selling point.

Win-win situation

The PSI Novelty Box offers a whole range of benefits to all stakeholders. Suppliers gain greater attention and awareness of products among promotional product distributors, consultants and eventually industry customers. At the same time, time and logistical effort are reduced. In addition, product coverage is increased through an additional landing page in the PSI Product Finder. Distributors and consultants receive valuable and exclusive support in their sales activities. They can score points with their (potential) customers with an eye-catching tool and thus generate new, successful business.

Deadline for the first box

Mailing of the first PSI Novelty Box is scheduled for 13 September 2018. Supplements should be delivered by 30 August 2018 at the latest. Further information is available from Karsten Böhme, e-mail: Karsten.Boehme@reedexpo.de, tel. +49 211 90191-321.



PSI Members Meeting | Behind the scenes at Intertek

Knowing that consumer goods and promotional products are critically checked is good. But how does such an inspection work? A look behind the scenes at the laboratories of the testing institute Intertek provided an insight. And this exclusive and highly interesting insight into the daily testing routine was provided on 17 May as part of the PSI Members Meeting at Intertek's Fürth location. Here, consumer goods and foodstuffs of all kinds are tested for their chemical and physical properties. Intertek employs 42,000 people at 1,000 offices in more than 100 countries worldwide.



Kerstin Scharrer, Laboratory Manager Non-Food at Intertek.

Metallic test driver and standard saliva

The diverse repertoire presented by Martin Mündlein, Sales Manager, and Kerstin Scharrer, Laboratory Manager Non-Food, consisted of test methods, test equipment and numerous practical examples related to promotional products. Participants learned how a bobby car with a metallic test driver undergoes countless crash tests to determine the breaking strength of the steering wheel and steering column, how a plush bear with motorsport overalls is tested to determine its (non-) flammability, and how wooden toys are tested for saliva resistance by means of a standard saliva according to DIN EN 71-12. The level of nickel release of writing instruments has also become a frequently requested test as the European Chemicals Agency ECHA has specified the definition of "prolonged skin contact" as being three 10-minute

contacts within two weeks or a 30-minute contact within two weeks. Thus, for many writing instrument designs, item 27 of the REACH Nickel Release Act (Annex XVII) may also apply, such as in the use of metal tips. In addition, continuous load testing of furniture is just as much a part of the range of services as those of pan coatings and built-in coffee machines for the high-tech kitchen.

Certifications for around the globe

With regard to the special requirements of promotional product importers, Martin Mündlein referred to the Chinese Intertek locations with a total of more than 10,000 employees, 1,000 in Hong Kong alone. Certifications for the use of promotional products can also be issued in many countries, for example Brazil, United Arab Emirates, Russia, India and many more. The import criteria of these countries can already be considered in the design and production steps. If promotional products have already been imported, Intertek can check the completeness and validity of the certificates and documents and thus confirm their marketability in domestic and other markets.

Outlook for 2019

In addition to the specialist information from Intertek, there was also interesting news from the PSI and Reed to report. Ralf Uwe Schneider, Head of the PSI distributor network, explained the concepts and innovations of the PSI 2019, PromoTex Expo and viscom.



Standard saliva according to DIN EN 71-12.



Load testing of furniture.

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. 18360	Avigeo srl, ROMANIA	www.idealprint.ro
No. 18361	Ballonsupermarkt e.K. - Inh. Simone Hacker, GERMANY	www.ballonsupermarkt-onlineshop.de
No. 18364	Be touched - Inh. Sven Larisch, GERMANY	www.be-touched.com
No. 18458	Beast Enterprises W.L.L., QATAR	www.t-beast.com
No. 18362	Belgravia BVBA, BELGIUM	www.bel-gravia.be
No. 7460	Belle Screen BVBA, BELGIUM	www.bellescreen.be
No. 18363	Bernad Present Ltd, HUNGARY	www.bernadrekam.hu
No. 18365	Beycodent Beyer + Co. GmbH, GERMANY	www.beycodent.de
No. 18382	Big Block Media GmbH, GERMANY	www.hanseboards.de
No. 18463	Birgie GmbH, GERMANY	www.birgie-trophyawards.com
No. 18464	Bitter & Co. Werbeagentur GmbH, GERMANY	www.bitters.de
No. 18465	BizTune OHG, GERMANY	www.biztune.net
No. 18466	BKS GmbH, GERMANY	www.bks-wiesbaden.de
No. 18467	Black Forest Events GmbH & Co. KG, GERMANY	www.blackforest-events.com
No. 18468	BMK-Media Germany UG, GERMANY	www.bmk-media.de
No. 18469	BN International BC BV, THE NETHERLANDS	www.bncovermaterials.com
No. 18472	bo production gmbH, GERMANY	www.bo.production.de
No. 18470	Bogoods SARL, FRANCE	www.bogoods.com
No. 18471	Bolko BT - Livia Kopjar, HUNGARY	www.bolko.hu
No. 2316	BONUS Import Gifts - Rudy Degrève, BELGIUM	
No. 18474	Brand Service LLC, UKRAINE	www.brand-service.com.ua
No. 18473	Brand Gifts SARL, MOROCCO	
No. 18404	SAS Caroline Demoyen Communication, FRANCE	www.caroline-demoyen.com
No. 18328	desino® werbeagentur OG, AUSTRIA	www.desino-werbeagentur.com
No. 18381	Die Medienmanager Wehmeyer + Heinrich GmbH, GERMANY	www.die-medienmanager.com
No. 18329	Display & Druck-Service GmbH, GERMANY	www.dds-produktion.de
No. 18330	DMaeCo svl, BELGIUM	www.cre-arte.be
No. 18332	Druck2000 - Inh. Andreas Quaink, GERMANY	www.druck2000.com
No. 18333	druckregler - Inh. Florian Regler, GERMANY	www.druck-regler.de
No. 18334	Drukwerkdeal.nl BV, THE NETHERLANDS	www.drukwerkdeal.nl
No. 18335	Dsignloyalty BV, THE NETHERLANDS	www.dsignloyalty.com
No. 18336	DSIGNO Werbeagentur - Inh. Dirk Wollenschläger, GERMANY	www.dsigno.de
No. 2019	Von Dué Werbeagentur Promotion Service oHG - Ulli Hausmanns, GERMANY	www.werbemittel-shop-vondue.de
No. 18337	Egilsson A4 - Egill Sigurdsson, ICELAND	www.a4.is
No. 18455	DruckHaus der Elster-Werkstätten gGmbH, GERMANY	www.elster-werkstaetten.de
No. 18338	Energie Sport SPRL, BELGIUM	www.energie-sport.be
No. 18339	ENJOY-PROMO SARL, FRANCE	www.enjoy-promo.com
No. 18340	Envista Branding LTD, UNITED KINGDOM	www.envista.co.uk
No. 18341	estrella selection sarl, SWITZERLAND	www.estrella-selection.ch
No. 7543	EURO-LITE - Oshino Masuo, BELGIUM	www.eurolite.be
No. 14623	Europe-reclame - Henk van Os, THE NETHERLANDS	www.europe-reclame.com
No. 18342	Eurotim Company d.o.o., BOSNIA AND HERZEGOWINA	www.eurotim.ba
No. 18343	Evolution Graphique SA, FRANCE	www.evolution-graphique.com
No. 18344	Express Company Inc., EGYPT	
No. 18345	Family Fast Print Sp. z o.o., POLAND	www.familyfastprint.de
No. 12422	Final Solution Lda, PORTUGAL	www.finalsolution.pt
No. 18459	Firmagaver as, NORWAY	www.firmagaver.no
No. 18346	Fleisch- und Wurstwaren Martin Buhl e.K., GERMANY	www.pikanten.de
No. 18347	Flexiprint GmbH, SWITZERLAND	www.flexiprint.ch
No. 18348	Fraziska Mathis Werbegrafik & Handel, AUSTRIA	
No. 14634	FUN PROMOTION - Chatzimichail Maria Kai Sia OE, GREECE	www.fun-promotion.gr
No. 14691	Gassner Werbung GmbH, GERMANY	www.werbekuli.de
No. 18368	GDHS Textildruck & Werbetechnik - Inh. Gökhan Didin, GERMANY	www.gdhs-textildruck.de
No. 18369	Genuine Advertising SRL, ROMANIA	www.genuineadv.ro
No. 18372	gra-design-Layoutcenter-GmbH, GERMANY	www.kreafaktur.com
No. 18437	UAB GRANTUS Ltd, LITHUANIA	www.grantusreklam.lt
No. 18370	Gravur Service Neumann - Inh. Jürgen Neumann, GERMANY	www.gsneumann.de
No. 18350	Grivas Advertising - George Grivas, GREECE	www.diafismistika-grivas.gr
No. 18371	Grossformat - Inh. Piotr Cichocki, GERMANY	www.grossformat-media.de

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. 18373	Handelsagentur Andreas Irrgang, GERMANY	
No. 18374	Happy Gifts - Morena Forlac, FRANCE	www.happy-gifts.fr
No. 18375	HAWAIIAN 1 - commercial art - Inh. Marian Brodbeck, GERMANY	www.hawaiian1.de
No. 18376	HCH Handelscontor Hamburg GmbH, GERMANY	www.hch.de
No. 3285	Hekon Valentijn B.V., THE NETHERLANDS	www.hekonvalentijn.nl
No. 18379	Herakles SBC - Inh. Lars Hildebrandt, GERMANY	
No. 13808	H. Hercules Sports Ltd., CYPRUS	www.hercules-group.com
No. 18380	Herter Druck GmbH, GERMANY	www.fotoadvent.de
No. 18351	Hugo Solutions SPRL, BELGIUM	www.tetg.be
No. 18377	HV Veeck - Handel & Vermittlung - Inh. Daniel Veeck, GERMANY	
No. 18353	Icon Advertising & Marketing Ltd, ISRAEL	www.icon-a.com
No. 18354	IKONOS EIRL, FRANCE	www.ikonos.fr
No. 18355	image promotion S.A.S, ITALY	www.imagepromotion.it
No. 18356	Inc Design Limited, UNITED KINGDOM	www.inc.co.uk
No. 18357	Ioannou Werbe + Geschenkartikel - Inh. Christofoulos Ioannou, GERMANY	
No. 18358	i-Q Ltd, RUSSIAN FEDERATION	www.i-q.ru
No. 15409	JAVARA borduur BV, THE NETHERLANDS	www.javaraborduur.nl
No. 18359	Jenevra Group Ltd, BULGARIA	www.jenevra.com
No. 18366	Jettaset Ltd, FINLAND	www.jettaset.fi
No. 18367	Jongens X-Mas Goods & Gifts BV, THE NETHERLANDS	www.jongensxmas.nl
No. 18460	Megafanshop.com AG, SWITZERLAND	
No. 18417	plastigraf - Schinia Grup LTD, MOLDOVA, REPUBLIC OF	
No. 18385	PRINT art B.V., THE NETHERLANDS	www.printart.nl
No. 18384	Print4Textiel - Patrick Zwijnenberg, THE NETHERLANDS	www.print4textiel.nl
No. 18386	Printdeal.be BVBA, BELGIUM	www.printdeal.be
No. 18387	PRINTIO LLC, RUSSIAN FEDERATION	www.printio.ru
No. 18388	Prints of Wales - Christopher Heisler, MALTA	www.print-of-wales.com
No. 18389	Pro Gifts LLC, RUSSIAN FEDERATION	www.propodarki.su
No. 18398	Pro Promo OÜ, ESTONIA	www.propromo.ee
No. 18378	ProCreative - Promotional Gifts - King Chong Cheung, THE NETHERLANDS	www.pro-creative.nl
No. 18390	PROLIUKS JSC, LITHUANIA	www.proliuks.lt
No. 18391	Promans Limited, RUSSIAN FEDERATION	www.promans.ru
No. 18457	Prominate Ltd., UNITED KINGDOM	www.prominate.com
No. 10560	Promohouse BV, THE NETHERLANDS	www.promohouse.nl
No. 18392	promopal - Maartje van der Pal, THE NETHERLANDS	www.promopal.nl
No. 18393	Promopost B.V., THE NETHERLANDS	www.promopost.nl
No. 18394	Promopub Belgique - Xavier Moinnet, BELGIUM	www.promopub.be
No. 18396	PROMOS Promotional Solutions GmbH & Co. KG, GERMANY	www.promos-solutions.de
No. 18395	Promoshirts.nl CV, THE NETHERLANDS	www.promoshirts.nl
No. 18397	Promoteus Advertising SRL, ROMANIA	www.promoteus.ro
No. 18399	Punkt-Media e.K. - Inh. Frank Wiechsel, GERMANY	www.punkt-media.de
No. 12229	Quality Gifts - Sabine Tanghe, BELGIUM	www.qualitygifts.be
No. 18400	rekman - Reklam Ve Tanitim Malu. San. Tic. Ltd. Sti, TURKEY	www.rekman.com.tr
No. 18401	Rimkeby S.L - DonGlobo®, SPAIN	www.donglobo.com
No. 18402	Roedig GmbH, GERMANY	www.roedig-partner.de
No. 18434	Roland Eickel Industrievertretung, GERMANY	www.offlineprinter.de
No. 18403	Sabamuscat LLC, OMAN	www.sabamuscat.com
No. 18405	Sauvage Cosmetique GmbH, GERMANY	www.sauvage-germany.de
No. 18418	Schlegel Grafik Design - Inh. Peter Schlegel, GERMANY	www.schlegel-grafik.de
No. 18406	Shanti Productions B.V., BELGIUM	www.dopeoncotton.be
No. 18407	Sieprath GmbH, GERMANY	www.sieprath.de
No. 18408	Simplex AG Bern, SWITZERLAND	www.simplex.ch
No. 14061	Simply Posh Ltd., NIGERIA	
No. 18409	Sizo Reclame B.V., THE NETHERLANDS	www.sizo.nl
No. 18410	SK Promotion - Inh. Steffen Kuhn, GERMANY	www.skpromotion.net
No. 10728	Sligro Food Group NV, THE NETHERLANDS	www.sligro.nl
No. 18411	Smikhouse B.V., THE NETHERLANDS	www.smikhouse.com
No. 18412	Solor Pub SARL, FRANCE	
No. 18413	Solution Group srl, ITALY	www.solutiongroup.it
No. 18414	Sport & reklametrykk AS, NORWAY	www.srt.as
No. 18419	Stapia Ltd., LITHUANIA www.staipa.lt	
No. 18420	Star Textil Promotion - Inh. Abdulmenef Duran, GERMANY	www.startextil.de

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. 18421	Stickerxpress VOF, THE NETHERLANDS	www.stickerxpress.eu
No. 18422	studio d'or - Inh. Rotraut Hoffmann, GERMANY	www.rottraut-hoffmann.com
No. 18423	Sturmberg GmbH, SWITZERLAND	www.sturmberg.ch
No. 18415	SUPER HIK agencija za sve d.o.o, CROATIA	www.superhik.hr
No. 18416	Suveniru Paradize Ltd., LATVIA	www.suveniruparadize.lv
No. 18383	SydDesign A/S, DENMARK	www.syddesign.dk
No. 18424	Talbot Marketing Inc., CANADA	www.talbot-promo.com
No. 18425	Targotecnica SRL, ITALY	www.targotecnica.it
No. 18462	Tele Annonce Management GmbH, AUSTRIA	
No. 18427	TEXdeal Kreative Textil- & Werbelösung - Inh. Gerhard Anzengruber, AUSTRIA	
No. 18433	T-Shirt Druck Texi-Flock GmbH, GERMANY	www.texi-flock.com
No. 18426	TA Textilausstatter.de UG, GERMANY	www.textilausstatter.de
No. 18428	Tezkar Promotional Gifts Preparing LLC, UNITED ARAB EMIRATES	www.tezkargift.com
No. 18429	The Kanga Group TKG UK Limited, UNITED KINGDOM	www.thekangagroup.com
No. 18430	The Marc AB, SWEDEN	www.themarc.se
No. 18431	tokantis - Edyta Sokol, POLAND	www.tokantis.pl
No. 18432	Trendz Ltd., THE NETHERLANDS	www.trendz.nl
No. 18349	TRIKORA Deutschland GmbH, GERMANY	www.trikora.de
No. 18435	T-SHIRTS 4U s.r.o., CZECH REPUBLIC	www.t4u.cz
No. 18436	TTU - Turbo Toms Unternehmen - Inh. Thomas Gerhardt, GERMANY	www.ttu-online.de
No. 18439	Uitgeverij van der Meulen B.V., THE NETHERLANDS	www.vandermeulen.nl
No. 18438	Unigear Ltd., THE NETHERLANDS	www.unigear.nl
No. 18440	VP Promotiekleding - Linda Clerckx, BELGIUM	www.promotiekleding.be
No. 18441	Weemen B.V., THE NETHERLANDS	www.weemen.nl
No. 18442	Wefra Classic GmbH, GERMANY	www.wefra.de
No. 18443	Werbeartikel-Spezi UG (haftungsbeschränkt), GERMANY	www.werbeartikel-spezi.de
No. 18456	Werbemanufaktur Regensburg GmbH & Co. KG, GERMANY	www.werbemanufaktur.de
No. 18454	Werbemittelimport .at - Ingo Zuzan, AUSTRIA	www.werbemittelimport.at
No. 18461	Werbetechnik Lange - Inh. Jörg Lange, GERMANY	www.werbe-lange.de
No. 18444	werbezentrum123.de - Inh. Karl Heinz Forster, GERMANY	www.werbezentrum123.de
No. 18445	Westrate VOF, THE NETHERLANDS	www.westrate.nl
No. 18446	WK-Druck - Inh. Wolfgang Krötzl, AUSTRIA	www.wk-druck.at
No. 18447	WORK AND FUN GmbH & Co. KG, GERMANY	www.workandfun.eu
No. 18448	Wulff Ltd., FINLAND	www.wulff.fi
No. 18449	X MOMS Företagsprofilering AB, SWEDEN	www.xmoms.com
No. 18450	yesBTL Hungary Kft, HUNGARY	www.yesBTL.com
No. 18451	Your Point of Sale B.V., THE NETHERLANDS	www.y-pos.com
No. 18452	Zain Design & Werbetechnik GmbH & Co. KG, GERMANY	www.zainwerbetechnik.de
No. 18453	Zeppelin Pro doo, SERBIA	www.zeppelin.rs
No. 18352	zipdesign - Inh. Michael Ziebarth, GERMANY	www.zipdesign.de

PSI Lieferanten / Supplier

No. 44073	Ahnert GmbH, GERMANY	www.ahnert-spezialtaeten.de
No. 44096	Bayerwald Werbung - Inh. Tobias Neumeyer, GERMANY	www.bayerwald-werbung.com
No. 44058	DieSchokoladenwerkstatt - Inh. Wilhelm Guldenkirch, GERMANY	www.dieschokoladenwerkstatt.de
No. 44060	Emballator Lifestyle AB, SWEDEN	www.emballatorlifestyle.se
No. 42351	Gollnest & Kiesel KG, GERMANY	www.goki.eu
No. 44039	Lanyard.PRO - lanyard factory - Artagro Polska sp zoo, POLAND	www.lanyard.pro
No. 44043	MAIRDUMONT GmbH & Co. KG, GERMANY	www.b2b.mairdumont.com
No. 44057	P.P.H.U LEZAKOWO - SZEWCZYK KRZYSZTOF, POLAND	www.lezakowo.pl
No. 44032	Papi GmbH, GERMANY	www.papi.info
No. 44045	Planet Graf S.C. - Rafal Raczka, Anna Zurawska, POLAND	www.planetgraf.pl
No. 44069	PLS Solution GmbH, GERMANY	www.pls-solution.de
No. 44085	PPU „BAFF“ Bogdan Bachmura, POLAND	www.zapachy.biz
No. 44075	Reel Ofset Etiket Tekstil Akesuarlari - Sanayi Ticaret Limited Sirketi, TURKEY	www.reelofset.com
No. 44084	Veritas Printing Center - Marketing Distributiontrade joint stock company, TURKEY	www.veritasbaski.com.tr
No. 44036	X-Pen International Ltd., ISRAEL	www.x-pens.com
No. 44064	Zito Lifestyle Leather & More - Inh. Torsten Zittwitz, GERMANY	www.zitolifestyle.de

**Always putting
your business
in touch
with marketing,
sales,
and purchasing
managers.
Since 1990**

25,000 printed magazine readers

22,000 newsletter readers

1,000 special events participants

Promotion
scenari • engagement • loyalty • management • soluzioni

by
opup
media

www.promotionmagazine.it

Recalls

More than 1,500 recalls, no fewer than 10 per week – that is part of everyday reality in the automotive industry. And let us not forget the exhaust emission scandal. And the recall of a toy Porsche because parts can come off and be swallowed by children. This is nothing new, but expensive. Unfair competition wherever you look. Is what was normal in China 20 years ago now taking place in Europe? Cheap mass production? Certainly not in that poisonous form of those days. Nevertheless, profit maximisation prevails over all other interests.

Much has meanwhile changed in China. Especially when it comes to social issues and sustainability. On World Environment Day, inventors in China presented toys made of recycled materials, which are not only environmentally friendly, but also encourage children to play. One of the focal points of Chinese environmental policy is the development of electric drives, so China is also sending a clear signal in automobile production.

But we must not forget one thing about this policy: 90 per cent of toy production still comes from Asia. The same applies to many other products, including promotional products. If strict European laws such as the toy regulation were not in force, a great deal of abuse would still be going on here. Here again, fair competition goes hand in hand with compliance with the law. We must also constantly remind buyers of promotional products of this. Price must not be the determining factor.

Best regards,



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





WIR BESIEGEN BLUTKREBS

„MEIN BLUT WAR KAPUTT.“

Marlon, geheilter Blutkrebspatient

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

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

Jetzt registrieren auf dkms.de

Mund auf. Stäbchen rein. Spender sein!



Mehr Geschichten auf





The industry shows responsibility

The environment concerns all of us, especially in times of man-made climate change proven by the greater part of reputable science. Nature is our livelihood and as part of it we share responsibility for keeping it in balance. Since the latter has already become a threatening imbalance, global efforts are required to at least approximately restore it. The promotional product industry must and wants to play its part. In addition to the initiative of the PSI Sustainability Awards, we regularly present ecological and sustainable products in the journal, as is the case in the double issue in August/September. Another topic: Cosmetics and products for well-being.

Please give some thought to the product topics of the October 2018 issue with the topic groups "Festivities and events" as well as "Knives, tools and safety products" and send your product presentations (image and text) not later than 17 August 2018 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de

GWG Newsweek 2018: Promotional ARTists

In June, the GWG Newsweek entourage again hit the road through Germany as a mobile in-house promotional product trade show under the motto "Promotional ARTists" to present the latest creative promotional ideas and product trends to professional distributors, consultants and agencies in all parts of Germany. For the first time on board was Switzerland and its Promoswiss association. The roadshow was opened after the traditional PSF Forum especially for Swiss trade visitors and their customers.



25 years of KMS Kafitz Medienservice

Based in the west of Cologne, KMS Kafitz Medienservice GmbH is a true, medium-sized family business. This year, the company has every reason to celebrate: the Cologne specialists for sound, image and data media have been in business for 25 years. Today, KMS specialises not only in storage media, but also in the B-to-B distribution of selected "Digital Lifestyle" give-aways. What began in the early 1990s on twenty square metres has become a real success story.



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 Heidbüchel

Advertising Sales Manager: Lars Kessler

Key Accounts

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

Cross Media Sales

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

Sales Manager: Karsten Böhme,
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.



▶ PSI

The Leading European
Trade Show of the
Promotional Products
Industry

**8–10 January
Düsseldorf 2019**

**Book your
stand now!**

www.psi-messe.com

THE WORLD
OF ADVERTISING
AND SELLING

Organised by

 Reed Exhibitions



The Leading European Trade Show
of the Promotional Products Industry



International Trade Show
for Promotion,
Sports and Workwear


viscom
europe's trade fair
for visual communication



ADVENT CALENDAR HIGHLIGHTS



EXQUISIT ADVENT CALENDAR MINIATURES MIX



ROUND ADVENT CALENDAR



TOWER ADVENT CALENDAR